

Job title: User Research & Experimentation Strategist - L7

Core information

Location: London head office ▾	Lines of business or shared capability area: John Lewis - Digital & Ecommerce
Reports to: Susanne Wraight	
People Management: No ▾	
Assignment Management: No ▾	
Partnership Level: Partnership level 7 ▾	Manager's Partnership level: Partnership level 6 ▾
Number of direct reports: 0	Partnership level(s) of direct reports: None ▾

About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands – John Lewis and Waitrose, as well as expanding into new areas beyond retail.

We aren't an ordinary business, though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique Purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

Critical purpose of the role

We're looking for a skilled and enthusiastic Strategist to join our award winning User Research and Experimentation team within our Digital and Ecommerce department. This role exists to maximise the value we get from running hundreds of experiments and conducting hundreds of hours of User Research.

As our Strategist, you'll take a mixed methods approach to analyse and interpret what we're learning from our users, both via large scale AB testing and smaller scale UX Research. You'll be part of our UX Research team and be confident speaking about user research, but not necessarily conducting primary research (we have specialists focused on that). You'll be equally comfortable with data, largely working with spreadsheets and dashboards to help teams make better decisions for the customer and for our partnership.

If you love user research and data analysis, and you're excited by the chance to shape how we experiment and optimise conversion rates at John Lewis, we want to hear from you.



Primary Outcomes & Accountabilities

- Analyse data from user research and experiments to identify trends and patterns that inform our understanding of customer interactions with our digital platforms.
- Bring together learnings across the hundreds of experiments we run each year to challenge leadership on our strategic direction and decision making.
- We automatically calculate and extrapolate the financial benefit of every experiment we run, you'll become the go-to person for this process, both helping to improve it and also help to work through the more complex cases which can't be automated, and work with teams when we might need to collect more data.
- Present findings from user research and data analysis to stakeholders in a clear and concise way, highlighting key insights and recommendations for digital and e-commerce improvements, big and small.
- Contribute to the development and delivery of our User Research and Experimentation strategy, ensuring alignment with the wider digital and e-commerce goals of John Lewis.
- Keep up-to-date with the latest developments in User Research and Experimental methods, be equally interested in statistical significance and user sentiment.
- Collaborate closely with the CRO Manager to identify and prioritise CRO opportunities, utilising user research and data analysis to inform decisions.
- Supporting in unifying and promoting our Experimentation and User Research functions, so the teams we work with understand the complementary role and value of both in the product development process

Measures of success

- The **Scale** of Experimentation and User Research (Number of Experiments, volume of research conducted)
- The **Quality** of our User Research and Experiments, as measured via our internal team KPIs
- The **Value** of User Research and Experiments to decision making within Digital and E-commerce, what proportion of our decisions are influenced by customer behavior and attitude

Skills

- **Customer Focus:** You are passionate about understanding customer behaviour and using data to improve their experiences on our digital platforms.
- **Data Fluency:** You are comfortable working with data from various sources, including user research, experiments, and analytics, with a focus on digital and e-commerce data.



- **Experimentation Mindset:** You embrace a data-driven approach to decision-making and are comfortable with experimentation as a means of driving digital innovation.
- **Collaboration:** You are a team player who can work effectively with stakeholders across the business, particularly within the digital and e-commerce teams.
- **Communication:** You can clearly and concisely communicate your findings to both technical and non-technical audiences, ensuring that insights are understood and actionable

Qualifications & Experience (where applicable)

Essential

- A strong understanding of data analysis methods, with the ability to extract meaningful insights from qualitative and quantitative data, including a strong grounding in statistics. Comfortable with spreadsheets.
- A strong understanding of large scale AB testing, particularly its strengths and weaknesses as a data source for decision making.
- A strong understanding of user research methods, with experience of using them to improve decision making within digital products and services.
- Experience with working with stakeholders to gather requirements and present findings, demonstrating the ability to influence decision-making in a digital context.
- Excellent communication and interpersonal skills, with the ability to convey complex information clearly and concisely to both technical and non-technical audiences.

Desirable

- Experience with working in an agile environment, contributing to fast-paced digital projects.
- Experience with using data visualisation tools to communicate insights effectively.
- Experience with working with large datasets, particularly those related to digital customer behaviour and e-commerce activities.
- Understanding of CRO principles and methodologies.
- Experience with Web Analytics tooling (Adobe / GA / ContentSquare etc.)

Version	Created/updated by	Date
1	Mike Haydon	30 April 2025