

Job title: Digital Marketing Senior Executive

Core information

Location: Victoria, with blended working		Profession: Marketing
Reports to: Senior Acquisition Manager, Comms & CRM Manager, Social & Programmatic Senior Manager		
About the John Lewis Partnership <p>The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.</p> <p>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.</p> <p>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.</p>		
Critical purpose of the role <p>Facilitates the development and optimisation of marketing deliverables and outputs across all marketing channels, encompassing digital media channel performance (including PPC, programmatic display, affiliates, aggregators, SEO, email, direct mail, POS), with the objective of achieving agreed-upon KPIs for John Lewis Finance. The specific channel focus will be contingent upon the team to which the Senior Marketing Executive is contributing.</p> <p>Reports to the Marketing Leads and Senior Managers, and provides assistance to Senior Marketing Managers in the execution of the overarching John Lewis Finance marketing strategy. Responds to market trends, customer insights, and commercial performance to deliver exceptional marketing activities across the marketing channel mix, ensuring optimal performance.</p> <p>Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential.</p> <p>The Partnership supports agile and flexible working practices, such as when, where and how we work. We have several different ways to work flexibly, including part-time, flexible or compressed hours, and job sharing. Head office areas also support a blended working approach.</p> <p>We celebrate diversity and inclusion in the John Lewis Partnership and we are committed to becoming the UK's most inclusive business, reflecting and connecting with the diverse communities that we serve.</p>		
Primary Outcomes & Accountabilities <ul style="list-style-type: none">Channel Management - Facilitating daily channel administration for marketing initiatives based on established media strategies, ranging from creative implementation to channel activation and performance monitoring.Ensuring that the precise portrayal of the John Lewis Money identity in every undertaken endeavorReporting and Analysis: Employs web analytics and platform statistics to monitor and optimize performance, delivering regular reports to stakeholders. Oversees, updates, and communicates alterations in results, budget, or activity to relevant JLFS Marketing Lead or Senior		Measures of success <ul style="list-style-type: none">Execution of plans and creative concepts with precision and adherence to deadlines.Formulation of recommendations aimed at enhancing channel performance.Completion and regular dissemination of accurate reporting to key stakeholders.Continuous maintenance and updating of PO management and

Marketing Manager.

- Budget Management - Coordinates financial processes to ensure optimal utilisation of budgets and timely and accurate administration.
- Stakeholder Engagement: Effectively communicates with internal departments to comprehend digital marketing strategies and project requirements. Provides knowledgeable insights when appropriate.
- Fosters Collaborative Relationships - Collaborates effectively with Financial Services and Customer teams, as well as Digital Marketing counterparts across the Partnership, to facilitate a cohesive and comprehensive multi-channel strategy.
- Collaborates extensively with agencies to execute strategic plans and create mutually agreeable optimization strategies.
- Acts in accordance with the Partnership's purpose and democratic principles, participating constructively in co-ownership and demonstrating to customers and each other that it is a superior business practice. Share your knowledge, experiences, ideas, and opinions to enhance the Partnership by speaking honestly and frequently.
- Invests in personal and professional development to achieve one's full potential by doing more, doing better, or doing differently. Continuously engages with and actively contributes to your Profession.
- Leverages insight and internal and external networks to remain informed of key customer requirements, market conditions, and trends, including technological advancements.
- Supports the delivery of projects as assigned by the relevant JLFS Marketing Lead or Senior Marketing Manager.

finance trackers aligned with month-end timelines.

- Acquisition of favorable 360-degree feedback from stakeholders.
- Fostering an understanding among key stakeholders regarding the potential and capabilities of online marketing channels.
- Demonstration of partnership values through everyday work practices.

Qualifications & Experience (where applicable)**Essential**

- Possess a thorough understanding of the digital marketing channel ecosystem and related technological platforms (i.e., Google, Facebook).
- Twelve months or more of work experience (either paid or unpaid) within a marketing environment.
- Exceptional communication skills.
- Data analysis proficiency, including interpreting data and customer insights.

Desirable

- Digital marketing experience managing one or more channels (PPC, Display, Social, SEO, Affiliates, Aggregators).
- Hands-on experience utilizing web analytics platforms, specifically Google Analytics and Adobe Analytics.
- Experience in budget administration and management.
- Collaboration with or management of media agencies.
- Experience within the financial services industry or a comparably regulated industry.

Manager's Partnership level: 5 or 6**Number of direct reports: N/A****Partnership level(s) of direct reports: N/A****Vetting required? (Yes or No)**

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Version	Created/updated by	Date
1.0	Caroline Kinsman	10/05/23
1.1	Darren Glasgow	21/10/24
2	Holly Hunter	January 2025
3	Pip Deacon	February 2025