

Job title: Senior Commercial Sales Brand & Activation Manager, L6

Core information

Location: Bracknell head office ▾	Lines of business or shared capability area: Customer
Reports to: Customer Planning Lead	
People Management: Yes ▾	
Assignment Management: Yes ▾	
Partnership Level: Partnership level 6 ▾	Manager's Partnership level: Partnership level 5 ▾
Number of direct reports: 1	Partnership level(s) of direct reports: Partnership level 8 ▾

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

This role serves as the **primary point of contact for all Brand Design projects related to Commercial Sales**, ensuring a seamless flow of communication and understanding between Commercial Sales customers and the Customer Directorate. You will be **accountable for delivering agreed-upon brand and design outcomes** to these customers and their respective business managers.

Working closely with the Commercial Sales team, you will be responsible for the **representation and activation of the Waitrose brand** with our designated priority third parties. This includes, but is not limited to, **store design, point-of-sale (POS) materials, content creation, online brand representation, and the development of toolkits for international use**. You will often work directly and autonomously with senior third-party stakeholders, representing Partnership brands on-site and in-market.

You will **manage Commercial Sales brand design projects from inception to completion**, encompassing briefing, concept development, implementation, and the creation of stakeholder guidelines. This includes full responsibility for **project management, budgets, schedules, and stakeholder engagement**.

Furthermore, you will **devise, agree and deploy a rolling plan for ongoing brand communication with Commercial Sales customers**, covering major category overhauls, key new product development (NPD) initiatives, seasonal offers, and sub-brand or Corporate Social Responsibility (CSR) initiatives. You will also **create and drive projects that generate trade**



opportunities for Sales teams to present to customers, tracking the ROI of any marketing spend to maximise results for the Partnership.

Primary Outcomes & Accountabilities

Excellent communication and coordination between Commercial Sales, VWR design team and the wider department where needed.

Translation of the needs of Commercial Sales Customers (UK & Export) into actionable brand design briefs and a prioritised plan of activation to align with the Customer strategy and plan where appropriate.

Develop deep relationships with target customers /territories/brand design assets and leverage to create innovative, low-cost solutions for branding and trade initiatives.

Acts as a key brand guardian, maintaining brand guidelines with customers and the sales team, ensuring they are up to date, accessible for all stakeholders and Commercial sales clients.

Reviews delivery of design work from external agencies and internal design team, giving feedback throughout the project and managing timings to keep on track. Coordinate approval from all stakeholders.

Develop & deliver trade driving opportunities, and brief assets accordingly to help drive brand growth and awareness.

Deliver the returns on investment and budget spend targeted for marketing or related trade driving activities for which they are accountable.

Behaves in line with the Partnership's purpose and democratic principles, promotes co-ownership to customers and each other that we're a better way of doing business.

Shares knowledge, experiences, ideas and opinions to improve the Partnership, speaking honestly and frequently.

Invests in your personal and professional development to achieve your potential, by doing more, doing better, or doing different. Continuously engage with and actively contribute to your line of business or shared capability.

Takes responsibility for actively engaging with change

Measures of success

Customer & Internal feedback received

Successful joint commercial initiatives (sales increase, profit delivery KPI's)

Marketing ROI

Brand representation seen in market / compliance to brand guidelines

Work produced on time and to high quality and in budget



Skills	
Commerciality	Demonstrates a passion for and breadth of knowledge of Retail, including our own business model; competitors, and wider industry, economic and political challenges.
Customer centricity	Understands the end to end customer journey and puts every customer, both internal and external, at the heart of everything we do
Stakeholder management	Identifies key stakeholders, their motivations and priorities, and considers these when building and managing relationships. Anticipates stakeholder challenges and proactively plans for these, displaying strong communication
Brand Management	An understanding of the importance of the brand, in driving commercial opportunities within the world of international and UK Commercial Sales. Always supporting the delivery of excellence and understanding how to interpret the vision and direction of the Waitrose brand, across multi channels and formats
Critical thinking	Interprets evidence and information to develop well reasoned arguments for thinking and can readily draw on evidence to justify a chosen course of action. Can think clearly when presented with multiple pieces of information and gets to the nub of an issue in order to make a well informed judgement.

Qualifications & Experience (where applicable)
Essential <ul style="list-style-type: none">• Project Management• Experience with roles encompassing design and/or branding• Proven understanding of FMCG and Retail brands and how they trade in different markets.• Experience which demonstrates effective stakeholder management and influencing skills - internal & external - at all levels• Experience of trading and / or marketing consumer products and delivering commercial returns.• Highly commercial. Proven ability to negotiate with third parties and take decisions autonomously.• Regular UK travel and some overseas travel required.
Desirable <ul style="list-style-type: none">• Brand, Marketing or Account Management experience in FMCG, Retail or Fashion• Knowledge of the brand toolkit guidelines available in Waitrose• Deep knowledge of the Waitrose product brand and a passion for quality food.• Knowledge of Waitrose B2B systems and processes.• Knowledge of foreign languages and business cultures other than JLP



JOHN LEWIS
PARTNERSHIP

| JOHN LEWIS

| WAITROSE

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1	Wendy Rumble	2.7.25