

## Senior Communications Business Partner

<b>Location:</b> London or Bracknell central offices	<b>Line of business or shared capability:</b> Communications
<b>Reports to:</b> Strategic Communications Lead	
<b>People management:</b> Yes ▾	<b>Assignment management:</b> Yes ▾
<b>Partnership level:</b> Partnership level 6 ▾	<b>Manager's Partnership level:</b> Partnership level 5 ▾
<b>Number of direct reports:</b> 1-5	<b>Level of direct reports:</b> Partnership level 7 ▾

### 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

Your role is to inform, engage and inspire Partners in the ambitions and strategic direction of the Partnership and the key role they personally play in delivery. You'll work to engage Partners in our Purpose and to feel pride in helping deliver our principles.

You'll be able to work on your own initiative and take the lead in your business area, building strong relationships with key stakeholders and – with your detailed knowledge of local priorities – creating a communications plan that aligns with the area's strategy and the Partnership Plan. You'll support and mentor peers and other members of the team. You'll have a strong sense of team.

You'll become a trusted advisor for your key stakeholders, giving them expert guidance to ensure agreed objectives are achieved and substantiated through feedback and measurement.

You'll adopt a creative approach to engagement, using written, verbal and visual methods to tell a consistent and compelling story; joining the dots so Partners don't have to. You'll work collaboratively with other communicators to ensure alignment of messaging and activity.

You'll actively seek out Partners' opinions, at all levels, to ensure they inform decision-making and activity. You'll tell the Partnership strategic story and you'll also help Partners tell their own stories to inspire others. You'll also ensure leaders and managers understand their critical role in engaging Partners in key issues and are supported with the right information, tools and guidance to deliver.

Your main goal is to build a culture where Partners feel informed, valued, and proud. This will empower them to become brand advocates and deliver excellent service.

Through the Communications capability you'll have the opportunity to develop and stretch personally and professionally to achieve your potential.

**Primary outcomes and accountabilities**

Act in accordance with the Partnership's purpose, behaviours and democratic principles, constructively participating in co-ownership, and demonstrating to customers and each other that it is a better way of doing business. Share your knowledge, experiences, ideas and opinion to improve the Partnership, speaking honestly and frequently.

Set the tone, context and outcomes for the team, making sure the customer is at the heart of all we do.

Engage and lead people managers and Partners in delivering and embedding change consistently and effectively in the team.

Invest 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 the Communications profession.

Appreciate what different life experiences bring to the Partnership and the value this adds to unbiased and smarter decision making.

Enable the conditions for Partner opinion to be heard and acted upon.

**You will have proven experience of these key skills, outcomes and deliverables:**

Communications and engagement strategy: play your part in delivering and developing our agreed communications and engagement strategy.

Collaboration: embrace team working to support your team-mates with workload, ideas and wellbeing whenever possible and work with other communication teams and the Content Hub to ensure alignment of message and activity.

Culture: help create the conditions for all leaders and Partners to thrive and consistently make their best contribution.

Leadership, coach and mentor: lead a matrix team from across the Communications directorate and in your business partnering area in accordance with Partnership behaviours. Actively share your communications and engagement skills to broaden thinking and develop those you work with. Coach leaders to improve their communication skills.

Team development: lead and support your team to adopt a continuous improvement mindset. Build the capability of the team, including your own.

Tools, templates and channels: contribute to the team's range of tools and templates to ensure excellence and consistency of delivery; help develop our suite of channels with the goal to ultimately reach all Partners.

Tone of voice and written style: ensure the 'Partnership' tone of voice and writing style is adopted across all communications, as appropriate, so that Partners choose to read/watch/access our communications, as they do in their personal lives.

Listening and influencing: ensure you connect with key stakeholders and Partners so you can create, inform or influence the best outcomes to deliver our engagement strategy.

Planning: contribute to our Grid planning tool and regularly review to ensure the right messages and activity at the right time.

**Measures of success**

We measure Partners' contribution using a framework that assesses three areas:

1. Fulfilling the basic expectations of our roles;
2. Working towards and achieving business goals; and
3. Living and breathing our Behaviours, every day.

Basic expectations are the things expected of all of us, as a minimum, and provide a fair and consistent baseline for us all to work from.

You and your people manager will set your personal and business goals at the start of each financial year, and have regular conversions to assess your delivery of them.

The Partnership Behaviours define how we must all show up, every day. Whatever our job, wherever we work. Our Behaviours are the key to how we each contribute to the Partnership's success. Being successful in this role will require you to consistently deliver across all six Behaviours:

1. Distinctly Partnership
2. Absolute Clarity
3. In This Together
4. Continuous Improvement
5. Brilliant Retailers
6. Owning It

This role will require you to [Lead Partners](#).

**Role-specific measures**

Modern, innovative communications and engagement plans in place for the area you're partnering.

Innovative communications campaigns delivered to drive Partner engagement and understanding of what is happening in their business.

Positive stakeholder feedback for you and your work.

Growth in the reach of our communications being mindful of the total volume of comms by audience.

Campaigns delivered on time, in budget,



Feedback and measurement: ensure feedback is used to continuously improve your work and demonstrate to stakeholders that objectives are being met.

Creativity: ensure you draw from internal and external innovation to ensure our approach is not static and continues to excite our audiences.

Complex change and engagement: you will guide Partners and leaders through significant company changes, such as restructures, using clear and empathetic communication strategies to manage difficult situations effectively. Your counsel will be grounded in a solid understanding of engagement theories and behavioural change models.

Partnership knowledge: ensure you have a solid understanding of the Partnership Plan, our progress against it and you understand and share back with the team the priorities and challenges of the business areas you support.

Communication/engagement/technical innovations: use and build your internal and external networks – online and elsewhere – to keep abreast of the latest communication and engagement advancements, including technology, and feed these into the strategic thinking of the team.

and to the right standard.

At times you will be required to attend your work location or another Partnership location, for reasons such as meetings. The frequency can be discussed with your people manager.

## Skills

- Stakeholder management: the ability to identify the key people required to achieve your goals, understand their motivations, and build strong relationships to ensure success. Understands the motivations and priorities of these stakeholders and takes these into account to build and manage sustainable relationships. Can anticipate potential challenges stakeholders may bring and puts plans in place to achieve collaboration
- Communication: excellent written, verbal, visual and creative communication skills
- Flexibility and agility: appreciates and embraces change, addressing ambiguous or uncertain situations directly; easily adapts to changing circumstances/demands and helps others to accept the unknown.
- Task prioritisation: plans and reviews workload regularly and is prepared to adapt to ever changing circumstances. Assesses workload realistically in terms of urgency and importance and is ready for 'curve balls' and changes plans where necessary to ensure deadlines are hit and stakeholder relationships are maintained.
- Creative campaigns: takes ownership of the area where they are working. Ability to deliver creative and effective communications solutions that engage target audiences (and get cut through) to deliver positive business outcomes.

## Qualifications and experience

### Essential

- A solid understanding of engagement theory and demonstrable practical success in employee engagement
- Experience in developing engagement strategies and plans across multiple business areas
- Experience in change communications (TUPE, mergers and acquisitions, restructures etc.)
- A sound knowledge of modern communication channels
- Proven experience in stakeholder management and influencing senior employees
- Knowledge of effective measurement techniques
- Leadership communication skills and coaching experience
- Outstanding copywriting, communications design and creativity skills.



### Desirable

- Experience in using innovative tools and techniques to engage a workforce.
- Experience in communications and engagement in a large, complex business with a large number of frontline employees.
- Highly proficient in the use of the Google Workspace suite of applications.

Version	Created/updated by	Date
1.0	Adam Rogers	4 April 2025
1.1	Henry Elworthy	1 August 2025