

INFLUENCER MANAGER

Location: London located, with expectation to travel to other locations as the role requires. Currently mostly remote working, we aim for 2 days in the office a month.

Reports to: Senior Advocacy Manager

John Lewis Partnership overview:

We believe the John Lewis Partnership is a better way of doing business. The Partnership is the UK's largest employee-owned business and home to our two cherished retail brands - John Lewis & Partners and Waitrose & Partners. Everything we do is powered by our unique purpose, which puts the happiness of Partners at our core through worthwhile and satisfying employment. And every one of us is obsessed with inspiring and delighting our customers through outstanding quality products and food and unrivalled service because for us, it's personal. There are five values we look for in a great Partner:

1. DO RIGHT - We act with integrity and use our judgement to do the right thing
2. WE NOT ME - When we work together, anything is possible
3. BE YOURSELF. ALWAYS - We're quirky, proud and at our best when we're free to be ourselves
4. ALL OR NOTHING - We put everything we have into everything we do
5. GIVE MORE THAN YOU TAKE - We all put more in so everyone gets more out

Purpose:

As an Influencer Manager, the purpose of your role will be to harness the power of influencers across social media. John Lewis works with influencers to meet a range of marketing objectives across the funnel including brand awareness, perception change, consideration and purchase. As Influencer Manager your role is to lead on the social execution of influencer activity, ensuring it drives performance for the brand across owned channels.

You will lead on the end-to-end influencer activation including responding to briefs, campaign planning, influencer selection, contract negotiation, influencer liaison, influencer brief development, campaign execution and reporting. You will be responsible for ensuring both organic and paid amplification is best in class, using a test and learn approach to develop our thinking further. You will work closely with Social Media Managers on campaigns to deliver this together.

You will work closely with key stakeholders including the communications team and marketing leads. You will work with the wider business to implement the influencer strategy for John Lewis & Partners. Through this work you will work to optimise the use of influencers to increase efficiency and improve output.

This role would suit a social expert who has experience in managing influencers, is a creative thinker, with strong attention to detail and the ability to communicate complex ideas in a simple, clear way. The ability to work within a pressurised, deadline driven environment which requires a flexible approach to a constantly changing landscape would appeal to you. The John Lewis social team work in a fast-paced, exciting environment, so your ability to hit the ground running is a must!

You will have the opportunity to develop and stretch personally and professionally to achieve your potential.

Primary accountabilities and deliverables

- Set clear intent, direction and guardrails to achieve outcomes, aligned to the influencer strategy.
- Development of a comprehensive social strategy for owned social influencer activation and amplification. Delivery against this strategy with a clear measurement framework used to develop insights to inform future strategy.
- A key role within the wider marketing and customer team to inspire and coach around the use of influencers.
- Continually looks to deliver, improve and understand best in

Measures of success:

Success in the Partnership is measured by the Integrated Objectives. These lay out our ambitions in **Partner, Customer, Profit** and **Power**.

On an annual basis medium term objectives will be set & reviewed to enable the Partnership to deliver on these ambitions. As a leader in the Partnership, you will be accountable for delivering on these objectives and also for determining & realising more detailed Objectives and Key Results (OKRs) in your

class activity execution. Takes a test and learn approach to capture early competitive advantage and ensure robust hypotheses deliver insightful results. Supporting in the delivery of insight and execution pre and post activity.

- Establishes a test & learn paid media strategy with media agency, supports wider team in delivering work that supports the required learns.
- Invest in your personal and professional development, acting as a role model for all Partners.
- Leverage insight and internal and external networks to keep abreast of key customer requirements, market conditions and trends, including technological advancements.
- Own business processes, frameworks and tools within your area, continuously improving them to drive efficiency and effectiveness.

area to support the achievement of these. You will achieve this by leading and empowering your teams.

It is expected that you will review OKRs in your area on a quarterly basis to set the business up for success in achieving the overarching Integrated Objectives.

Additionally, you will be accountable for key metrics and measures on an ongoing basis to track business success in support of the overarching strategy.

Clear plan and KPIs, Partner survey and training

Comprehensive strategy delivered with key business stakeholders aligned

Period, quarterly and annual forecasting and review,

- As part of the social team, be a thought leader in social recommending appropriate techniques and tools and sharing knowledge across the wider marketing team.

ROI, test and learn recommendations

Essential qualifications / experience:

- Solid Social experience working on high profile multi-channel consumer brand, including community management experience
- Experience managing end-to-end influencer activity including influencer identification, selection, negotiation, brief writing and delivery, campaign optimisation and reporting. Ideally within the retail space.
- Experience of social channels, formats and audience targeting including paid media strategy around influencer activity,
- Experience of insight analysis, including using a variety of tools for social listening
- Experience managing internal and external stakeholders including senior leadership and prioritisation of workload.
- Social enthusiast with demonstrable experience in campaigns
- Creative thinking delivering inspiring and relevant content whilst managing data
- Social monitoring and crisis management
- Experience of understanding customers, tone of voice and ability to drive performance whilst protecting brand values
- Experiencing managing finance, budgeting and forecasting.

Partnership Level: 7

Manager's Partnership level: 6

Number of direct reports: 0

Partnership level(s) of direct reports: n/a

Vetting required? (Yes or No)

- Np