

Online Trade Performance Manager

Location: Bracknell, with blended working	Profession: Online Trading
Reports to: Online Trading Lead	
People Management: 1 x Online Trade Performance Analyst Assignment Management N/a	
Job description (critical purpose) <p>This role focuses on driving online trade performance through analysis, planning, and strategic insight.</p> <p>Responsible for all online forecasts you will drive the financial planning process, leading on forecasting methodologies and data, and ensuring forecasts are robust, well communicated and considering external influences.</p> <p>Working with Online Marketing, fulfilment, and Commercial teams and using your commercial acumen and analytical skills, you will set the trade plans and priorities optimised for online to enable successful site trading through merchandising and campaigns.</p> <p>You will review and communicate online performance against our KPIs, identifying performance issues and opportunities, and communicating them to the wider team to respond to. With an Omni mindset, you will understand the nuances between performance across all channels and stores.</p> <p>You are a commercially astute and analytical individual, comfortable accessing data from multiple systems, analysing it, and providing recommendations, along with external benchmarks, to inform trade planning and campaigns, events, and propositions.</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 <p>Driving online trade performance through analysis, planning, and strategic insight.</p> <p>Review and communicate online performance and working with the wider team to address any underperformance.</p> <p>Deliver and improve on the financial planning process, leading on forecasting methodologies and data, and ensuring forecasts are robust</p> <p>Setting a clear 12 month rolling plans prioritised and optimised for online to enable successful site trading through merchandising and campaigns, working with Customer and Commercial teams</p> <p>Champion the online customer and missions into central Trade Planning</p>	Measures of success <p>Sales, profit and P&L outcomes vs target</p> <p>Trade and Marketing plans that consistently considers the online customer</p> <p>Stakeholder understanding of Online Trade Plan and commercial outcomes</p> <p>Stakeholder feedback (Managers, Peers, Team, Stakeholders)</p> <p>Development progression of team</p>

<p>and Customer/Marketing functions</p> <p>Accessing data from multiple systems, analysing it, and providing recommendations and actions to inform trade planning.</p> <p>High quality Coach and develop talent within the team</p> <p>Act in accordance with the Partnership's purpose 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.</p> <p>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 your Profession</p>	
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Skills	
Commericality	Demonstrates an innate passion for and understanding of Retail. This includes knowledge of our competitors and the wider social, political and economic factors which impact our business. Understands the Partnership business model and our integrated objectives and uses this understanding to make well informed decisions that support key business objectives.
Communication	Excellent communication skills, verbal and written
Analytics and Insights	Ability to combine data and analysis to find meaning in and increase understanding of a situation, resulting in some competitive advantage for the business
Stakeholder management	Identifies who is impacted by or involved in your goals/objectives and therefore who is key to achieving the desired successful outcomes. Understands the motivations and priorities of these stakeholders and takes these into account in order to build and manage sustainable relationships. Can anticipate potential challenges stakeholders may bring and puts plans in place to achieve collaboration.
Decision Making	Identifies the issue/opportunity, then gathers the relevant information and alternative viewpoints to form options and evaluates to drive an informed outcome.

The six Assessment Criteria for Resourcing most relevant to this role are:
<ul style="list-style-type: none"> - Customer & Performance Focus - Empowered Partner - Communicating & Influencing - Applying Insight & Analytics - Creativity & Innovation - Planning & Delivering Excellence

Qualifications & Experience

Essential:

- Online experience within retail
- Trade or marketing planning
- Experience with complex data sets and reporting, Tableau, Google Analytics or Adobe Analytics
- Ability to generate innovative insights from analysis and translate these into actionable plans
- Commercial and sales forecasting and P&L ownership

- Sound analytical and business insight skills
- Highly numerate working with Excel/Sheets
- Ability to influence across boundaries
- Strong stakeholder management skills including senior leadership
- Leadership and people development

Desirable:

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- Understanding of online customer journeys and marketing

Version	Created/updated by Date
1.0	Francesca Amos 01/04/2025

APPENDIX DOCUMENT: **INTERNAL USE REQUIREMENTS ONLY** for People teams

Partnership Level: 6

Manager's Partnership level: xx

Job Family Group:

Job Family:

Pay range/Compensation Grade Profile:

Vetting required? (Yes or No)

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