

Job title: Assistant E-Commerce Brands Growth Manager

Core information

Location: London head office ▾	Lines of business or shared capability area: John Lewis
Reports to: E-Commerce Brands Growth Manager	
People Management: Yes ▾	
Assignment Management: Yes ▾	
Partnership Level: Partnership level 7 ▾	Manager's Partnership level: Partnership level 6 ▾
Number of direct reports: Up to 6	Partnership level(s) of direct reports: Partnership level 9 ▾

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 & Partners and Waitrose & Partners, 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

You are a commercially astute and analytical individual that maximises sales for your E-Commerce area and Brands. You will be experienced in building and maintaining productive external relationships and leading across multiple categories.

You will support setting the strategic direction and outlining how Brands can grow at John Lewis, providing recommendations to deliver commercial targets and working with teams in Commercial, Customer, Content & Operations and Optimisation & Product to deliver these actions.

You will support articulating risks and opportunities to Brands performance looking forward, and analysis and recommendations from reviewing previous trading performance to maximise opportunities and minimise risks.

You will use your functional knowledge, providing insight that supports improved decision-making and prioritisation across Commercial, Digital and Customer teams. You will monitor performance and external benchmarks to ensure risks/opportunities are highlighted to stakeholders to improve existing Brand performance, new Brand business, on-site/app customer journeys or marketing tactic channel activity.

You will work closely with:

- Commercial Category Teams: Buying & Merchandising
- Digital Marketing
- Trade Marketing
- Trade Planning & Optimisation / PLO

- Insight & Analytics
- External Brands

Primary Outcomes & Accountabilities

Provides expert and insightful analysis of Brand performance data to drive E-Commerce trading actions

Reports and tracks on end-to-end site customer behaviour analysis across funnel steps, campaigns, traffic type & content to maximise channel performance and inform customer journey improvements.

Constantly reviews external market benchmarks to share recommendations and inform CPG assortment development and site customer journey development

Supports the Brands Growth Manager to influence and inform Brands about assortment range, price & availability using site performance data to highlight risks/opps.

Delivers high quality trading insight, commentary and site metric forecasting

Contributing to the E-Commerce growth plan

Measures of success

Brand specific sales/profit vs target

Conversion Rate vs target

Successful influencing of stakeholder to improve all site metric performance vs target (conversion, traffic, AOV)

Incremental sales/profit value driven from iterative conversion rate optimisation

Customer Satisfaction (when available)

Site metric forecast accuracy

Stakeholder feedback (managers, peers, team, stakeholders)

Skills

Digital Awareness	Demonstrates an awareness and adoption of digital and social channels and technologies. Embrace new ways of working with them to support our customer ambitions and future proof our business. Is hungry and enthusiastic to learn more about the required skills in this area.
Commerciality	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.
Data Analysis	Evaluates and analyses different types of complex data objectively and sees patterns and meaning to establish the key relevant facts. Uses this thinking to make credible recommendations to inform critical decision making.
Critical Thinking	The ability to analyse information and situations objectively, identify problems, develop solutions, and make well-informed decisions. Including problem solving by effectively identifying and defining problems, brainstorming potential solutions, evaluating options based on available information. Judgment and Decision-Making by weighing evidence and applying sound judgement to make well-informed decisions.
Agile approach	A proficiency in working within iterative and flexible project management frameworks. A solid grasp of core Agile principles like iterative development, continuous improvement, and customer focus. The ability to thrive in fast-paced environments, embrace change readily, and adjust plans based on new information.



Working effectively in cross-functional teams, actively communicating progress, and fostering a collaborative spirit.

Qualifications & Experience (where applicable)

Essential

- Experience working with and influencing external brands
- E-Commerce experience - understands how to influence conversion, traffic and AOV through multiple digital and trading functions.
- Highly numerate and strong data-analysis orientation. Comfortable with interpreting complex data from multiple sources to provide clear recommendations.
- Strong commercial acumen.
- Influencing skills. Ability to build strong Stakeholder relationships both internally and externally

Desirable

- Boxi Proficiency
- Adobe Analytics Proficiency
- Direct experience working with suppliers in E-Commerce

Version	Created/updated by	Date
Version 1	Steve Masterton	24/06/2024