

## Senior Communications Officer

### Core information

<b>Location:</b> London head office ▾ Bracknell head office ▾		<b>Lines of business or shared capability area:</b> Communications
<b>Reports to:</b> Communications Manager		
<b>People Management:</b> No ▾		
<b>Assignment Management:</b> No ▾		
<b>Partnership Level:</b> Partnership level 7 ▾		<b>Manager's Partnership level:</b> Partnership level 6 ▾
<b>Number of direct reports:</b> Zero		<b>Partnership level(s) of direct reports:</b>

### 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

The External Communications team is responsible for all aspects of the external communications strategy for the Partnership and its two brands. Our clear ambition for communications: to be the conscience of the business and champion of the brands.

This business purpose is brought to life through the role of communications and campaigning. With communications disciplines that work effectively with other business departments to ensure integration of communications across the company, working together for maximum impact.

This is brought to life across multiple fronts, with a communications programme that leverages progressive business initiatives, builds celebratory feel-good moments, campaigns with passion from a position of strength, scale and responsibility, maintains a drumbeat of positive storytelling, and works hard to mitigate potential risks. Activity must continue to reach multiple audiences, amplifying and deepening customer marketing activity and messaging delivered above the line.

As Senior Communications Officer within the media relations team you will be the first line response to many incoming issues and opportunities in the Partnership Communications team. Therefore they are required to work in a fast, busy and agile environment, triaging incoming issues effectively. Working closely with key internal stakeholders and the media is crucial.

Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential.



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.

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.

### Primary Outcomes & Accountabilities

Manage reactive media enquiries, issues and crises across traditional and social media.

Develop and maintain a network of external stakeholders including journalists, opinion formers and suppliers.

Draft briefing documents for media spokespeople

Act as the eyes and ears of the business - suggesting tactical proactive opportunities as well as preparing for risks

Ensures the correct process is in place and is adhered to for media enquiries, and that enquiries are handled consistently across the business. Delivers an excellent, thorough and timely service to journalists in response to enquiries.

Support strategic planning by gathering external insight to build a media picture. Uses awareness of the external landscape to make informed decisions about communications risks and opportunities.

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.

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

### Measures of success

Feedback from internal stakeholders, long term relationships and feedback from media

Issues are dealt with swiftly, reputation is safeguarded, the right people are engaged and informed

Maintains an informed opinion and up to date knowledge of the area.

Work is delivered on time, processes followed and evaluation complete and coverage is communicated to stakeholders.

Proven pool of media contacts with regular contact. Able to suggest press targets for campaigns and initiate conversations

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

- Business Strategy - Thinks for the long term whilst making sense of the current climate. Cuts through any issues in order to reach the defined goal and ensures continued alignment to current business objectives. Puts these strategies in place for peers and team and in doing so, creates a culture where everyone contributes
- 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 optimum achievement and deadlines are hit and stakeholder relationships are maintained.
- Senior 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.

- Multi Tasking - 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.
- Communications Writing - Excellent written and verbal communication skills
- Media Relations - Credible external relationships which will champion our brand

### Qualifications & Experience (where applicable)

#### Essential

- Extensive communications experience
- Creative problem solving.
- Digital and social media communications experience.
- Strong communications skills and coaching experience.

#### Desirable

- Track record in dealing with issues and crises within a high profile organisation, across both media and social media.
- Proven experience of stakeholder management and influencing senior employees.

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1.0	Ben Bailey	01.05.25

The table below shows specific accountabilities for each role tower:

#### Media Relations

- Part of an out of hours, on call team to deal with journalist enquiries.
- Use awareness of the external landscape to make informed decisions about communications risks and opportunities
- Ensures the correct process is in place and is adhered to for media enquiries, and that enquiries are handled consistently.
- Deliver an excellent, thorough and timely service to journalists in response to their enquiries and become a go to person for the media when responding to their queries.
- Deputises for Senior Communications Manager, and Communications Managers when necessary.
- Champion and promote the Sustainability, Ethics and Purpose story as part of the overall strategic Partnership narrative.

#### John Lewis

- Work with the Senior manager to plan and develop PR activity across the John Lewis brand and categories within the Department store side of the business Home; Fashion & Beauty and EHT as well as all customer facing activity and services.
- Collaborate across the business to ensure that we are telling a department Store story and putting out the key category messages.
- Maintains an informed opinion and up to date knowledge of the external industry that impacts upon us particularly in Fashion & Beauty and Home.



- Work with the Senior manager to influence how John Lewis is perceived, identifying key knowledge of activity and driving success in these
- Work within a culture of customer centric thinking across the whole team and cross functionally
- Working with the rest of the team, coordinate and lead press, community and influencer PR activities
- Champion and promote the Sustainability, Ethics and Purpose story as part of the overall strategic Partnership narrative.

#### **Waitrose**

- Work with the Senior manager to plan and develop PR activity across the Waitrose brand and categories within the Supermarket side of the business including Fresh food; ambient; BWS and Health as well as customer facing activity and services.
- Collaborate across the business to ensure that we are telling a story of quality, value and ethics across our Waitrose supermarket business
- Maintain an informed opinion and up to date knowledge of food, BWS and health
- Work with the Senior Communications Manager and Communications Manager to influence how Waitrose, the supermarket is perceived, identifying key knowledge of activity and driving success in these such as value and quality
- Works within a culture of customer centric thinking across and helps to instill it across the whole team and cross functionally
- Working with the rest of the team, coordinate and lead press, community and influencer PR activities
- Champion and promote the Sustainability, Ethics and Purpose story as part of the overall strategic Partnership narrative.