

Job title: Visual Merchandising Assistant Designer

Core information

Location: London head office ▾	Lines of business or shared capability area: John Lewis
Reports to: Visual Merchandising Design Manager	
People Management: No ▾	
Assignment Management: No ▾	
Partnership Level: Partnership level 8 ▾	Manager's Partnership level: Partnership level 7 ▾
Number of direct reports: 0	Partnership level(s) of direct reports: None ▾

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 will be working alongside Visual Merchandising teams, Store leadership, Regional Retail Leads and Retail implementation to deliver retail visual excellence. You will be responsible for generating and influencing the use of Brand VM guidelines with the knowledge of the market to inspire and engage with our Customers, through stand-out VM.

You will need the ability to define the Brand through innovative management of all VM aspects & be a key Brand ambassador, managing communication at all levels, providing honest, detailed and well considered feedback following visits and projects taking into careful consideration the synergies and differences across the brand.

Primary Outcomes & Accountabilities

- Regularly spend time in shops/office as reasonably required to fulfil the job role
- Support the Visual Merchandisers to create and evolve Visual merchandising guidelines throughout the Season using latest buying direction and customer profiles for all own brand and third party brands.
- Support in driving out clear solutions for updating guidelines, working alongside the Retail Comms team and working through solutions for the RSS to ensure clear route to support for all store teams.

Measures of success

- Working as part of a key head office function, you will work alongside VM colleagues to create clear and concise VM guidelines with both a visual aesthetic and commercial acumen.
- Working alongside Retail colleagues to ensure store delivery is to a high standard and ensure there is consistent communication between branch and head office to capture any relative feedback.



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| <ul style="list-style-type: none">• Support the wider VM department with the planning and implementation of Brand Seasonal Set-up. Working closely with Retail teams on key actions and deliverables.• Demonstrating a balanced view, focusing on both Own brand and External brands to maintain their individual strategies & Brand integrity and ensure they show up in a consistent manner across the estate.• Maintain an awareness of Retail and Brand activity to assist Stores with decision making and ensuring integrity of the Brand is maintained at all times.• Apply Commercial acumen and market awareness with all Visual solutions to maximise sales and potential of Stores.• Strategically plan movements to effectively support the goals of the VM department and business needs, remaining agile to Trade.• Involvement and support of projects to drive the Brand forward and achieve VM Department strategy.• Supporting Visual Merchandiser with ensuring Window & Internal Creative elements have been implemented in stores to the latest Brand guidelines.• Work closely with the Visual Merchandisers on Identifying and producing agile VM training strategies with line and Regional Retail leads, to support the development of the John Lewis VM teams.• Consistently endorse Brand big deals ensuring Stores are delivering on all aspects of layout, VM and latest Brand thinking.• Work in partnership with Space Planning to assist in the planning and delivery of Seasonal change, projects, collaborations and Store specific requests.• Assisting at new store openings and modernisation.• Supporting as a team when business requires• Support Store / RRL with the organisation of new store openings / modernisations, assisting with set up teams, training requirements, equipment and graphic audits• Proactive with driving own development; seek feedback through peers and business network to drive KPI's.• Enjoy working in a fast paced, high energy environment. | <ul style="list-style-type: none">• Strong working relationship between VM and Store communications team.• Managing good relationships between Commercial, brands and stores, ensuring our brand toolkits are relevant and following JL brand guidelines.• Driving and supporting on all internal and external PR events, showcasing the brand at its best and driving retail excellence.• Driving new ways of showcasing our products, keeping close to all trends to stay one step ahead of the competition.• Working closely with Stores and identifying weak areas, supporting them to improve standards and partner capability.• Working closely with branches and regional managers to identify key areas of concern and work through solutions for branches |
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Skills

- Layout and visual merchandising skills.
- Communication and influencing skills, ability to liaise at all levels + and reach compromise when needed.
- Strong training and coaching skills.
- Ability to organise and manage your own time effectively.
- Ability to work on own initiative and self-motivation.
- Ability to build strong relationships with key business areas.

Qualifications & Experience (where applicable)

Essential



- Strong retail customer knowledge.
- An innovative approach to support business growth
- Strong stakeholder management experience with excellent communication style
- Demonstrate the ability to stay positive under pressure and stay focused on goals

Desirable

- Creative problem solving + Global mind set of the Brand.
- Demonstrate and application of Commercial acumen and market awareness with all Visual solutions to maximise sales and potential of Stores
- Retail Management experience

Version	Created/updated by	Date
<i>1.0</i>	<i>Paul Jones</i>	<i>6 September</i>