

Job title: **Local Events and Community Specialist**

Core information

Location: Shop/site ▾	Lines of business or shared capability area: John Lewis
Reports to: Brand Experience Manager	
People Management: No ▾	
Assignment Management: No ▾	
Partnership Level: Partnership level 9 ▾	Manager's Partnership level: Partnership level 8 ▾
Number of direct reports: None	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

Every one of our shops are unique; both the challenges and opportunities that they face. As a Partner, it is crucial you play an active role as a co-owner in the Partnership, representing the John Lewis Brand and helping to deliver our strategy to be the UK's most inspiring omnichannel retailer, earning customers' trust and lifetime loyalty through unsurpassed product curation, design, quality, personal customer service and experiences.

As a Local Events and Community Specialist, you will activate local events and community activities that enhance the customer experience, drive brand reputation, customer engagement, and uphold the branch's commitment to community well-being by advancing the happiness of the communities we work with.

You will be a highly motivated, organised individual with a passion for customer and community engagement and a proven track record of successful event activation.

Successful activation of nationally-led, centrally themed, and local branch-driven programmes, including the work of the John Lewis Partnership Foundation, relies heavily on strong Partner & community engagement. You will actively involve Partners and your community ensuring programme success and fostering a sense of ownership and shared responsibility.

You may also work as part of a wider marketing or social impact cross-departmental working groups to deliver larger central events and activities.

This role serves as the driving force for all marketing, events, and community engagement initiatives within the shop. You will act as the key connector, collaborating with stakeholders to execute impactful events, experiences, and social impact programmes. By forging strong relationships with both internal teams and the local community, you will develop and deliver a calendar of activities that are both strategically aligned with business objectives and deeply relevant to the local context.

Your role involves analysing shop performance and objectives, alongside local trends, to shape the direction of activity. Working collaboratively with central marketing and social impact teams, you will activate initiatives that drive business outcomes and enhance the John Lewis brand's reputation with customers and within the community. You will ensure all activities align with broader customer and social impact plans and contribute to the overall business strategy. Ultimately, you are responsible for maximizing the impact of the shop's community presence and marketing efforts, ensuring they contribute to the success of the John Lewis Partnership.

Primary Outcomes & Accountabilities

- Be the go-to activator for your shop in local marketing, events and social impact activity, working with multiple stakeholders to execute exceptional events, experiences and social impact programmes.
- Proactively collaborate with the central events and social impact teams and foster strong relationships with key stakeholders in your shop and your local community to deliver a calendar of activities in an efficient, timely and locally relevant way.
- Review your shop's performance and objectives through analysing reports, identifying local opportunities to drive store objectives through marketing and events.
- Oversee the implementation of in-branch charity fundraising and social impact activities including Community Matters & John Lewis Partnership Foundation.
- Manage charity donations, and promote charitable work to customers and Partners.
- Track all charitable giving in a central spreadsheet, ensuring an audit trail and budget control for internal and external reporting.
- Ensure all activities comply with correct due-diligence processes, such as Health & Safety, DSG and GDPR
- Invest in your personal and professional development to achieve your potential.

Measures of success

- Successful local activation of customer and community events and experiences, inline with the original brief, as well as customer and social impact plans and strategies.
- Centrally themed social impact programmes are executed to said specifications.
- Providing proof of execution for all events, activities and marketing, as well as operational, customer and community feedback, to drive continuous improvement in partnership with Central teams.
- Proactively manage potential issues during the planning phase and execution of the event or programme to guarantee a positive customer or community experience.
- Commercial and customer performance for marketing and events is measured by customer satisfaction metrics such as increased footfall, intent to purchase, and enhancing our loyalty proposition.
- Community and Social Impact performance is measured through Partner & community engagement. Social Impact programme targets have been met and timely reporting of Connections on the Partnership scorecard to be achieved.

Skills

- **Brand Awareness** - Is passionate in establishing brand loyalty and projects confidence in promoting and selling the complete Partnership brand. Has a deep understanding of all services to offer the best customer experience.
- **Customer Engagement** - Approaches, engages and communicates with all Customers in an intentional, friendly and confident way, building rapport quickly.



- **Shows Resilience** - Works through tough and overtly challenging circumstances, with a keen understanding of self in order to move forward in a positive manner, especially in the constantly changing workplace. Accepts both developmental and reinforcing feedback at personal and business level in the spirit of moving forward. Understands own signs of stress and is able to put measures in place to deal with these.
- **Professional Judgement** - Makes commercial decisions using judgement to give the customer the best outcome possible whilst understanding the boundaries in order to protect our brand, balancing customer need with business need.
- **Stakeholder Management** - Identifies key stakeholders, their motivations and priorities, and considers these when building and managing relationships. Anticipates stakeholder challenges and proactively plans for these, displaying strong communication.
 - Key stakeholders include Branch Leadership and Steering Groups, as well as key roles across the branch who will support in executing events; such as; Customer Assistants, Personal Stylists, Home Designers and Beauty Guides.
 - For social impact initiatives, you will need to collaborate with local charities and community groups in your area to represent the brand and foster community relationships, as well as consulting with Partners in branch on activations.

Qualifications & Experience (where applicable)

Essential

- Experience in activating events and/or community plans
- Managing various stakeholders including third parties
- Customer facing or customer service experience
- Prioritising, organising and planning multiple activities and projects at the same time

Desirable

- Delivery of events within a retail environment
- Experience with delivering relevant marketing activity
- Understanding of social impact, local community needs and charities and/or community groups
- Delivery of brand experiences to drive customer engagement and/or brand buzz
- Experience working in agile and cross-matrixed organisations

Version	Created/updated by	Date
1.0	Matt Shaw	11.02.2025
2.0	Liz Hogan & Holly Heslop	19.06.2025