

Job title: Store Concept Designer

Core information

Location: London head office	Lines of business or shared capability area: John Lewis
Reports to: Store Concept Design Manager	
People Management: No	
Assignment Management: No	
Partnership Level: Partnership level 7	Manager's Partnership level: Partnership level 6
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

The Store Concept Designers role is to create, design and develop concept design solutions for all types of store experiences, departments, display/merchandise equipment and store formats. Ensuring that designs are market leading, meet and deliver the concept brief, deliver commercial objectives and create a great customer experience.

You will support the Store Concept Design Manager to build a centre of excellence for retail design, supporting them to run multiple projects, coordinate with key stakeholders and ensure the team delivers a high quality of design work at all times. You will work with and support the Store Concept Design Manager to drive standards and create a high performing team culture.

You will work collaboratively with key colleagues and stakeholders like Space Planning, Property, Visual Merchandising, C&C and Commercial teams to manifest the above in the delivery of great store environments, customer experience and projects. You will drive efficient ways of working, through ongoing optimisation of



design, planning, space utilisation and cost efficiency.

You will work with the Store Concept Design Manager to set the creative direction and look and feel for all John Lewis Store experiences, ensuring designs are relevant, benchmarked, affordable and exceed Customer expectations.

Primary Outcomes & Accountabilities

- Create, develop design concept solutions to meet design and commercial briefs
- Help define the John Lewis look and feel, delivering a consistent approach to the 3D, signage and Brand look & feel of shops and customer areas.
- Manage prototyping and trial assessment of design solutions gathering and acting on stakeholder feedback, including Customer and functional experts.
- Contribute to and maintain a thorough understanding of store design planning principles, the overall look and feel of John Lewis, shop fit, equipment and related capital and operational costs.
- Has the skill, ability and knowledge to take a concept from idea through to store planning and implementation.
- Owns the brief and the development of designs for permanent, semi permanent signage and POS and the development of presentation kit.
- Design with cost in mind, working with our supply chain to develop the most affordable, effective materials and construction method.
- Facilitate the approval of all proposals, internal elevations and finishes, lighting and ceiling plans through design governance process.
- Maintain excellent working relationships with all cross functional work streams and third party agencies.
- Provide clear planning guidelines for new design solutions and end users in the branch.
- Ensure all design solutions are in line with John Lewis brand guidelines and sustainability targets.
- Set and manage; clear brief, timelines, risks, issues and for all projects.
- All department store shop fit and equipment design changes are clearly tracked and communicated.
- Coordinate with Store Planning Designers in a timely manner in-line with agreed internal and cross functional processes.
- Ensure due diligence on all elements of the process and

Measures of success

Research, Design and deliver world class Concepts in to JL that enhance the commerciality and sales of the category and deliver world class customer shopping experiences. Improvements to CSAT and insight data supports the impact of the design work

Designs are more affordable, Delivering more for less

Designs are developed quickly and efficiently reducing overall programme.

A full set of design guidelines are produced with all concepts

The CSI process is quick and efficient. Clear Brand guidelines means that the CSI designers are able to deliver many more projects

All schemes are approved by the DSG group

As and when required the concept designers support store planning element and deliver the entire scheme



<p>work is effectively developed, documented, managed and delivered for all design solutions.</p> <ul style="list-style-type: none"> • Ensure all Health & Safety and DDA requirements are met and the approval level of due diligence has been completed. • Demonstrate and maintain a thorough understanding of store design planning principles, the overall look and feel of John Lewis, shop fit, equipment and related capital and operational costs. 	
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<p>Skills</p> <ul style="list-style-type: none"> • Understanding commercial and customer needs to design world class concepts • Ability to deliver total concept including Store Planning, Presentation and permanent and semi permanent signage and POS. • Expert in 3D design, retail design, FF&E design • Ability to create concept sketches, visuals and mood boards • Stakeholder management • Designing to a budget • Ability to work on a number of projects at once • Work and deliver to challenging timelines set by the business • Translating Brand strategy and Customer insight in to the designs • Understanding how Retail operations affect the designs from operations and running costs • Strong presentation skills, able to present confidently to senior stakeholders
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<p>Qualifications & Experience (where applicable)</p>
<p>Essential</p> <ul style="list-style-type: none"> • Proven experience with 3D design skills with understanding of materials and construction, Working experience of AutoCAD, In-design, Sketch up, Photo shop, Inventor, Revit • 5 years + Experience of working within in-house design teams or design agencies • BA Hons in 3D Design or similar (eg Interior Architecture, Retail design, Product design etc)
<p>Desirable</p> <ul style="list-style-type: none"> • Experience of managing a wide range of projects simultaneously • Strong communication skills, written and verbal • Experience of working with and managing 3rd party resource (e.g. architects and shopfitters)

Version	Created/updated by	Date
1.0	Paul Jones	10.8.24