

Job title: Designer

Core information

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| Location: London head office ▾ Hybrid working ▾ | Lines of business or shared capability area: John Lewis Commercial |
| Reports to: Senior Designer or Design Manager | |
| People Management: No ▾ Assignment Management: Yes ▾ | |
| Partnership Level: Partnership level 8 ▾ | Manager's Partnership level: Partnership level 6 ▾ Partnership level 5 ▾ |
| Number of direct reports: N/A | 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 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

As a Designer, you will be responsible for designing, developing and delivering original, relevant, customer-centric and distinct best in class own brand products, utilising customer insights, to inspire, excite and delight our customers and deliver planned growth for categories, ensuring it aligns to the overall strategic direction. You will take a key role in design products and design briefs, working independently, alongside or in collaboration with the wider Design, Buying and supplier community. Working flexibly, you will provide support where there is the largest demand / tightest deadlines with the product categories.

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

Design:

Play a critical role in delivering product design that will form a coherent category assortment aligned to brand / sub brand guidelines and in service of our customers. Support the Design Team and studio in fulfilling key tasks across the season.

Produce commercial and innovative design solutions to briefs. Develops product design handwriting, displaying a breadth of design handwriting to ensure our customer offer is truly

Measures of success

High sales of products designed in their area (% sell through rate at full price).

Your remit will deliver agreed KPIs including sales, profit and customer metrics, shared across the CPG.

Positive feedback from customers on products designed in their area (ratings and reviews).

Clear aesthetic alignment of product handwriting within each

unique.

Assist in the research, preparation and presentation of relevant and appropriate category trends. Demonstrate a good level of research and analytical skills to keep abreast of key customer requirements, market trends and conditions, product trends including technological advancements

Ensure the sampling process is efficient for your sub-category. Produces precise design packs and fulfils delegated seasonal design briefs with commercial and innovative solutions, supported by illustrating / briefing / sourcing key materials and details. Ensure accurate samples are produced. Maintains comprehensive records of design projects.

Works on designated product ranges/projects. Takes ownership of design, product development and sampling process, engaging relevant stakeholders throughout, with the support from L6 Senior Designer and L5 Design Manager

The role requires the application of a diverse set of skills to effectively bring design concepts to life. Candidates must demonstrate proficiency not only in traditional design and development techniques—such as drawing, painting, and model making—but also in the use of modern design software. This includes tools for 3D modelling, (furniture & hard goods design), and 2D applications (pattern and surface design) Additionally, a working knowledge of emerging technologies, including 3D printing, rapid prototyping, and the integration of artificial intelligence in the design development process, is essential.

The role requires you to effectively communicate the technical designs of your designs to suppliers and manufacturers for costing, prototyping and production.

EU and International travel may be required to develop products as appropriate.

Stakeholder Management:

Support success driven cross-department working through effective stakeholder relationships.

Build and maintain strong supplier relationships.

Continuous Improvement:

Consistently demonstrate a Continuous Improvement mindset

Think boldly and see issues and opportunities from all angles and multiple perspectives, even the unprecedented, to draw out meaning and connections and make recommendations to adjust strategy and outcomes as a result. Generate a number of workable options and overcome barriers to finding solutions.

sub-category.

High hit rates on products designed by the Designer.

Positive feedback from customers on products designed by the Designer

Positive brand perception across industry.

Complying with deadlines set within the critical path, maintaining a high standard of quality and ensuring you are delivering to the requirements outlined in the category strategy.

Integrate AI solutions to enhance team productivity and process efficiency.

Co-Ownership:

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.

Take responsibility for actively engaging with change.

Create the conditions for all Partners to thrive, make their best contribution and achieve their potential.

Appreciate what different life experiences bring to the Partnership and the value this adds to unbiased and smarter decision making.

Set the tone, context and outcomes for the team with the voice of the customer at the heart.

Enable the conditions for Partner opinion to be heard and acted upon.

Skills

Task Prioritisation and Setting Priorities: 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.

Stakeholder Management and External Stakeholder Engagement: 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.

Decision Making: Identifies the issue/opportunity, then gathers the relevant information and alternative viewpoints to form options and evaluates to drive an informed outcome.

Interpersonal Sensitivity: Demonstrates the ability to understand, relate to and be sensitive to your team, peers, colleagues and customers and is in the habit of seeing the world through the eyes of others. Adopts a daily practice of considering the wellbeing of others.

Active Listening: Fully concentrates and is present at all times to truly hear what Partners are saying and looks beyond the verbal cues.

Agile Learning: Acknowledges own mistakes, learns from them and adapts to meet ever changing demands. Sets high personal standards and learns from experience and applies this in new situations to achieve success. Takes personal responsibility for realising their full potential through doing more, doing better and doing differently. Researches appropriate tools and uses relevant learning methods to enhance their skills.



Qualifications & Experience (where applicable)

Essential

- Demonstrated ability to translate design concepts into production-ready sketches and technical specifications, using technology. Pattern and surface design role require excellent Adobe Suite/Photoshop, NEDgraphics skills. Furniture & Hard product design roles require excellent 3D modelling skills using software such as Solidworks, Rhino, Keyshot.
- A general awareness of current Homeware/interior design trends and a passion for Homeware/interior design and a willingness to research and learn about trends
- Experience in preparing design presentations and technical packages
- A good knowledge of product construction or other relevant technical experience for your relevant role, be it textiles or hard goods.furniture. e.g. an understanding of key materials, construction techniques, commercial manufacturing constraints
- A strong portfolio showcasing Homeware design skills
- Demonstrates a strong understanding of the JL&P brand, sub-brands values and potential for product design to drive commercial outcomes
- Excellent communication and interpersonal skills, both written and verbal, with the ability to build relationships with internal and external stakeholders
- Typically a minimum of 3 years design experience in the retail industry

Desirable

- BA degree in Design (product, fashion, furniture, textiles, surface pattern, decorative arts)
- Specific sub-category design experience (e.g. Decorative Bedlinen, Seasonal Collections, Upholstery) and a demonstrable portfolio

| Version | Created/updated by | Date |
|----------------|---------------------------|-----------------|
| <i>1.0</i> | <i>Izzy Stoker</i> | <i>14/12/20</i> |
| <i>2.0</i> | <i>David Barrett</i> | <i>Nov 2025</i> |