

Online Trading Executive

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| Location: Bracknell, with blended working | Profession: Online Trading |
| Reports to: Online Trading Campaigns Manager | |
| People Management: N/A Assignment Management: N/A | |
| Job description (critical purpose) <p>In this role, you will provide administrative and operational support to the Online Trade Campaigns team, supporting in the delivery and analysis of online campaigns and Key Space across Waitrose channels.</p> <p>You will assist the Campaign teams in the timely briefing of campaigns in line with the critical path, coordinating input from across the Online trade team to ensure briefs have an Omni view, are completed end to end and cover all channels, delivering a cohesive customer first approach.</p> <p>Successful briefing will involve monitoring the go live process, and supporting with analytics throughout the campaign lifecycle, reviewing and recording competitor activity.</p> <p>You will brief and track the key pages including the Homepage and Groceries Landing pages and Apps inline with direction from the Trade plan and the Campaign Planners, considering both the omni view and our customers. Feeding back on performance to enable active trading.</p> <p>You will support the Online Trade Supplier Manager in the management of Media inventory. Identifying opportunities within campaigns and key space to drive Media revenue, working with Media sales to utilise these.</p> <p>You will support administrative tasks for online to enable Media activity and ensure it is executed on time and to standard.</p> <p>Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential.</p> <p>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.</p> <p>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.</p> | |

| Primary Outcomes & Accountabilities | Measures of success |
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| <p>Assist in setting up campaign elements in relevant systems.</p> <p>Collect and compile data related to campaign performance and Key Space to optimise live elements and inform future briefs.</p> <p>Prepare reports and presentations on campaign activity and results to support PIRs.</p> <p>Coordinate with internal teams to gather assets and information.</p> <p>Maintain campaign documentation and trackers.</p> <p>Support the team with administrative tasks as needed.</p> <p>Support the execution of online media across all online channels, working closely with the Media Sales Team and Online Trading</p> <p>Maintain media inventory space planner with the Media Sales Team</p> <p>Manage and respond to Media queries from multiple stakeholders, directing them to the correct contact within Online trade to support an efficient resolution.</p> <p>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,</p> | <p>Activities carried out on time and to the agreed standard</p> <p>Successful delivery of campaigns</p> <p>Competitor awareness and records of activity</p> <p>Active trading of the homepage</p> <p>Swift resolution of Media issues</p> <p>Stakeholder feedback (Managers, Peers, Team, Stakeholders, Suppliers)</p> |

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| <p>experiences, ideas and opinions to improve the Partnership, speaking honestly and frequently.</p> <p>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</p> <p>Take responsibility for actively engaging with change</p> | |
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| Skills | |
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| Commerciality | Demonstrates an innate passion for and understanding of Retail. This includes knowledge of our competitors and the wider social, political and economic factors which impact our business. Understands the Partnership business model and our integrated objectives and uses this understanding to make well informed decisions that support key business objectives. |
| Optimisation/Continuous Improvement | Thinks boldly and sees issues and opportunities from all angles and multiple perspectives, even the unprecedented to draw out meaning and connections and make recommendations to adjust process and outcomes as a result. With a keen eye for detail, generates a number of workable options and overcomes barriers to finding solutions. |

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| Task Prioritization | Plans and reviews workload regularly to prioritise 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. |
| Data driven decisions | Ability to combine data and analysis to find meaning in and increase understanding of a situation, resulting in some competitive advantage for the business |
| Digital Awareness | Demonstrates an awareness and adoption of digital and social channels and technologies. Embraces new ways of working with them to support our customer ambitions and future proof our business. Is hungry and enthusiastic to learn more about the required skills in this area. |

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| The six Assessment Criteria for Resourcing most relevant to this role are: |
| <ul style="list-style-type: none"> - Customer & Performance Focus - Empowered Partner - Planning & Delivering Excellence - Agility & Resilience - Collaborating & Supporting - Communicating & Influencing |

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| Qualifications & Experience |
| <p>Essential</p> <ul style="list-style-type: none"> ● Commercial awareness ● Highly numerate with experience of working with data, insight & analytics |

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| <ul style="list-style-type: none"> ● Strong levels of stakeholder management and ability to influence to deliver the best outcomes ● Strong planning & time management skills with evidence of managing multiple tasks ● Digital awareness - understanding of trading online & the digital environment ● Trade and/or marketing campaign management ● Online Trading; understands how to influence conversion, traffic and spend ● Ability to generate innovative insights from data and translate these into actionable plans ● Grocery Experience <p>Desirable</p> <ul style="list-style-type: none"> ● Experience working with external stakeholders/3rd parties ● Understanding or experience of digital retail media eg AdTech ● Experience working with Online analytics tools such as Content Square and Google Analytics. |
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| Version | Created/updated by | Date |
|---------|--------------------|------------|
| v1.0 | Francesca Amos | 10/04/2025 |

APPENDIX DOCUMENT: **INTERNAL USE REQUIREMENTS ONLY** for People teams

Partnership Level: 8
Manager's Partnership level: xx

Job Family Group:
Job Family:

Pay range/Compensation Grade Profile:

Vetting required? (Yes or No)

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