

Job title: ODG Trading Optimisation Manager, Waitrose

### Core information

<b>Location:</b> Bracknell (3 days per week in office)	<b>Profession:</b> Online Trading
<b>Reports to:</b> Trading manager ODG	
<b>People Management:</b> No ▾ <b>Assignment Management:</b>	
<b>Partnership Level:</b> Partnership level 6	<b>Manager's Partnership level:</b> Partnership level 6
<b>Number of direct reports:</b> NA	<b>Partnership level(s) of direct reports:</b> 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.

### Role Purpose:

Your role is to act as the vital link between our commercial data and Trading teams. You are the person who turns technical analysis into translatable action plans that your fellow Partners can use to win. While you are the expert on the numbers, your real success comes from your ability to work alongside the Trading teams, helping them understand "the why" behind the data and guiding them toward smarter, more profitable decisions.

### Key Responsibilities:

- **Translating Insight into Action:** You'll take raw commercial data and package it into clear, persuasive recommendations. You aren't just delivering reports; you are influencing your peers to adopt interventions that improve trading performance.
- **Driving the Promotion Agenda:** You will coordinate the ODG exclusive promotion architecture. This requires high-level collaboration with various teams to ensure our range is optimised and our margins are protected.
- **Leading the "Test & Learn" Culture:** You own the roadmap for experimentation. This means working closely with stakeholders to design trials, managing their expectations, and communicating results in a way that builds confidence and buy-in.

- **Supporting the Vision:** You support the senior leadership team by providing the evidence base for the long-term trading strategy. You ensure that the day-to-day trading moves align with our broader, mission-led proposition.

**Primary Outcomes & Accountabilities**

1. **Data ownership:** Be *the* go-to for understanding the trading data we have available on ODG and ensuring the roadmap includes all current and future data needs. Being responsible for spotting the trends and opportunities and influencing the medium and long-term direction of the ODG trading strategy.
2. **Bespoke Promo Architecture:** Lead the direction of the ODG exclusive promotions. Your responsibility will be the strategic intent of each promo and the programme as a whole. Diving deeper into the data to understand the true commercial upside via new shoppers, halo effect, brand building etc.
3. **Dynamic Pricing Strategy:** Direct the new variable pricing functionality. You will work with the Value team to determine the commercial logic behind our new pricing strategy. Calculating where we can flex premiums by product and where we must price-match competitors to maintain "Value Perception"
4. **Range Optimisation:** Use line-level profit data to identify and remove "dilutive ranges". You will target the incremental profit prize by shifting the mix toward high-margin "Customer Mindset" products.
5. **Strategic Supplier ODG lead:** Act as the primary interface for the strategic pilot suppliers and manage the expansion of this programme if successful. You will be the owner of the global insights they provide and will use to build new tradable moments and ensure waitrose is at the front of the pack for ODG trading. Building strong three way relationships with CPGs and suppliers will be a critical element of this accountability
6. **Operational Unblocking:** Partner with Compliance and DI&A to ensure ODG always has the tools and flexibility to trade at its maximum potential, e.g. building the business case for ODG specific price establishment or a new trading dashboard.

**Measures of success**

- Online sales/profit vs target
- Online sales/profit vs target
- Margin rate vs target
- Stakeholder feedback (managers, peers, teams)
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**Skills**

- Commerciality
- Digital Awareness
- Data Analysis
- Customer Centricity
- Influencing & Negotiating

**Six capabilities for recruitment**

- Customer & Performance Focus
- Empowered Partner
- Collaborating & Supporting
- Unlocking Potential

- Applying Insight & Analytics
- Communicating & Influencing

**Qualifications & Experience (where applicable)**

Essential

- Online trading experience within a retail head office environment.
- Proven ability to influence across functional boundaries to deliver commercial change at pace.
- Ability to generate innovative insights from analysis and translate these into actionable plans.
- Proven experience of complex data modelling/creation of scalable data models.
- Proven experience & delivering outcomes with analytics tools such as Tableau, Google Analytics, or Adobe Analytics
- Commercial planning & forecasting experience.
- Ownership of sales/margin targets - understanding how to influence key online metrics.

Desirable

- Knowledge/experience of **On Demand** Grocery market

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1.0	Amy Clarke	05.05.26