

Job title: VM Creative Producer

**Core information**

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| <b>Location:</b> London head office           | <b>Lines of business or shared capability area:</b> John Lewis |
| <b>Reports to:</b> VM Creative Manager        |  |
| <b>People Management:</b> No                  |  |
| <b>Assignment Management:</b> No              |  |
| <b>Partnership Level:</b> Partnership level 8 | <b>Manager's Partnership level:</b> Partnership level 6        |
| <b>Number of direct reports:</b><br>0         | <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.

**Critical purpose of the role**

As a VM Creative Producer you will be responsible for managing all the coordination to ensure that we deliver visually exciting windows and in store theatre for our customers. This will involve pulling together and collating the ideas, alterations and visuals generated by the Design manager for our seasonal set ups and creative activities throughout the year.

You will produce window concept visuals for window schemes and prop design to support development of creative ideas, creating window mockup visuals for flagship store window roll outs and lower tier iterations.

You will work with all third party brands to design, produce and execute branded windows across the estate through robust supplier funded process.

**Primary Outcomes & Accountabilities**

**Measures of success**



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| <ul style="list-style-type: none"><li>● Design and manage the window calendar with the support of the Senior Creative Manager and VM Lead. Ensure connectivity with Customer Planning to ensure the departments are all aligned.</li><li>● Feed in any branded window opportunities to Creative Managers should they work with the proposed window scheme.</li><li>● Work collaboratively with Buying and other relevant departments to update and design all new branded window packages in accordance with the VM Strategy.</li><li>● Support VM Designers with design and execution of secondary window schemes and any one off special schemes.</li><li>● Support VM Designers and store design with the recommission/decommission of any windows following store visits or Optimisation projects.</li><li>● Demonstrating a balanced view, focusing on both JL brand and 3rd party brands to maintain their individual strategies &amp; Brand integrity.</li><li>● Creative communication support alongside the Styling team with regard to Window execution and prop allocation.</li><li>● Working across VM to develop concept into window schemes and props – designing concept, writing the brief for trial, allocations and specifications of props. Working on all special window sizes and developing the scheme accordingly.</li><li>● Ensuring all supplier briefs are appropriate for bespoke projects or window design appropriate for the market.</li><li>● Working with VM Designers and Stylists to produce guidelines for windows, prop roll out and special campaigns – ensuring all relevant information, photographs and visuals are included and the development of the scheme is kept within budget.</li><li>● Working as part of a Head Office team to ensure scheme is appropriate across both Brands and altering scheme/campaign accordingly.</li><li>● Supporting VM Designer and Senior Creative Manager with briefing suppliers, obtaining samples, and developing working relationships.</li><li>● Brainstorming with VM Lead, Senior Creative Manager and Head Office team to prepare seasonal concepts and ad hoc creative projects.</li><li>● Demonstrating innovative ideas, which support business growth.</li><li>● Regularly spend time in Shops/Office/ with suppliers as reasonably required to fulfil the job role</li><li>● Proactive with driving own development.</li></ul> | <ul style="list-style-type: none"><li>● Working as part of a key head office function, you will design and create captivating and arresting window displays, as well as instore creative treatments.</li><li>● Creating clear supporting window schemes and working alongside suppliers and internal stakeholders to deliver captivating Supplier funded windows within budget requirements.</li><li>● Working alongside the VM Designers you will work closely with Procurement to ensure best value for the brand and have a good understanding of how to budget.</li><li>● You will have good product and materiality knowledge to support driving excitement in windows whilst understanding value for money.</li><li>● Creating strong supplier briefs.</li><li>● Creating strong relationships with our suppliers - their project managers and production teams with regular onsite visits to check on production and support in managing the window execution.</li><li>● Regularly bringing new and exciting ideas to the table.</li></ul> |
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#### Skills

- Customer centricity
- Excellent organisational and project management skills with ability to multitask.
- Ability to work independently and as part of a team.



- Ability to build strong relationships with key business areas.

### Qualifications & Experience (where applicable)

#### Essential

- Passion for the John Lewis Brand and strong customer knowledge creative experience
- Previous retail/display background.
- Flexible and enjoy working in a high pace, fast moving and changing environment.
- Demonstrate the ability to stay positive under pressure and stay focused on goals.
- 3D/4D/Sketch up design package literate.

#### Desirable

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| Version | Created/updated by | Date             |
|---------|--------------------|------------------|
| 1.0     | Paul Jones         | 6 September 2024 |