

Job title: BrandsNew & Small Supplier Lead L5

Core information

Location: Bracknell head office ▾	Lines of business or shared capability area: Waitrose
Reports to: Trading Manager	
People Management: Yes ▾	
Assignment Management: No ▾	
Partnership Level: Partnership level 5 ▾	Manager's Partnership level: Partnership level 5 ▾
Number of direct reports: 1	Partnership level(s) of direct reports: 6
Contract type: Permanent	

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 the BrandsNew and Small Supplier Lead you will be accountable for the strategic development and implementation of the Small Supplier strategy. You will be responsible for ensuring the proposition provides a differentiated, high quality experience and customer journey for our target customers, and as a result adds sustainable value to our business. As part of the role you will be accountable for the BrandsNew programme.

Supported by a Trading Manager and/or a Category Manager, you will translate the Commercial Strategy into a 12-24 month plan. Working with the Local, Regional and Small Supplier Manager and members of the trading team to find, nurture and grow market leading branded innovation and manage our minimal credible range for regional speciality products.

You will lead and influence cross-functional experts (both internally and externally) to deliver, run and develop the plan and market-beating performance. You will be the central 'hub' of activity, setting a clear direction, fostering communication, and skillfully balancing competing priorities.

Alongside leading the roadmap of change activity you will also monitor performance and feedback of the proposition, identifying root causes of successes and challenges. You will stay abreast of industry best practices and emerging technologies to keep us ahead of the market. With the support of cross functional specialists you will lead the response in order to ensure the propositions continual success.

You will have responsibility for the commercial performance across BrandsNew suppliers and Local & Regional assortment. You will apply your thorough understanding of the commercial and operational levers involved to maximise the commercial delivery whilst driving improvements in end to end efficiency.



You will manage a L6 Local, Regional and Small Supplier Manager, you will coach and develop the partner creating the right conditions for all Partners to make their best contribution and achieve their potential.

Primary Outcomes & Accountabilities

Performance of Product Proposition

- Delivering proposition commercial, customer, Partner and process targets
- Delivering end to end efficiency improvements including working capital improvement
- Appropriate reporting of proposition performance and KPIs and holding wider stakeholders to account
- Measurement and reporting of change activity, from small scale changes to transformational new launches

Evolution of the Product Proposition

- Creating the 12-24 month proposition roadmap, with clear targets and measures of success
- Continuously improve and develop the customer proposition based on performance, market context and emerging technology
- Continuously improve and develop the BrandsNew proposition based on performance, market context and emerging technology.
- Work collaboratively with Buyers, Trading Managers and Heads of CPG to understand the needs of their categories/ CPGs, and provide tailored proposals for potential branded innovation, or regional speciality products.
- Lead cross-functionally to ensure the success of BrandsNew launches and the BrandsNew proposition. This will involve setting clear direction for the proposition, facilitating communication and making trade offs in competing priorities ensure the optimisation of investment and resource.
- Deliver through the Category Strategy process, through strategic commercial opportunities (i.e. health and regenerative agriculture) and respond at pace to unforeseen market opportunities.
- Manage and activate Gold and Silver BrandsNew brand, maximising commercial and customer success.
- Responding to ad hoc queries and requests for support from around the business to ensure issues are resolved promptly with an end to end benefit mindset

Strategy & Market Awareness

- Analyse customer data, market trends, and competitor activities to inform proposition development.
- Monitor performance metrics, including sales, profit, operational costs, customer and Partner feedback

Measures of success

Commercial

- Sales
- Operating cost
- Operating Profit
- Return on investment
- Market share & outperformance
- End to end efficiency including working capital improvement
- Improvement in Advantage Survey Scores

Customer

- Customer feedback
- CSAT & NPS
- Retention and gain of target customers
- Customer spend and frequency

Partner

- Partner Engagement
- Partner Feedback

Process

- Speed of change delivery

Compliance

- GSCoP performance
- Operating in line with Competition Law & Anti-bribery law



- Demonstrate a thorough understanding of the industry and market context for the proposition, and apply this to decision making
- Working in partnership with internal and external stakeholders including local government, industry bodies and regional media.

Line Management

- Lead and actively develop the Local, Regional and Small Supplier Manager
- Creating the right conditions for all Partners to be their best, make their best contribution and achieve their potential.
- Being approachable and creating quality time to coach and develop your direct report(s).
- Providing regular and honest feedback.

Cross Functional Leadership

- Act as the central “hub” in a hub and spoke model. This will involve setting clear direction for the product proposition, facilitating communication and making trade offs in competing priorities ensure the optimisation of investment and resource
- Represent Waitrose in the external market including at external events
- Management of external expert consultancies

Policy & Compliance

- Operate in line with GSCoP, Competition Law, Anti-Bribery and CSR Policies
- Act as the point of contact for escalated issues to bring about successful resolution in line with governance and industry regulations.
- Drives improvement in Advantage Survey scores for Small Suppliers

General

- Role model the Partnership Behaviours
- Invest in your personal and professional development to achieve your potential
- Develop culture that creates excellent Partner experience and supports democratic vitality

Skills

Stakeholder Management

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.

Customer Data First Mindset	Gathers insight on our target customers from a variety of sources, triangulates and looks for patterns, taking into account the nuance of each source, and uses this to guide all decisions
Decision making	Identifies the issue/opportunity, then gathers the relevant information and alternative viewpoints to form options and evaluates to drive an informed outcome.
Prioritisation	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.

Qualifications & Experience
<p>Essential</p> <ul style="list-style-type: none"> • Commercial management • Strategic thinker, with the ability to set and deliver against an 12-24 month horizon • GSCoP expert • Clear understanding of ideation, test and learn, pilot and roll out process, including full estate roll out of new customer concepts • Evidence of launching recent high performing Grocery customer propositions • Proven strong stakeholder management skills with the ability to inspire and influence others, including senior stakeholders, in areas where you are not the expert or decision maker • Strong commercial and analytical skills, and the knowledge of relevant commercial and operation levers involved in commercial decisions • Prior experience of leading cross functional projects and matrix managing cross functional stakeholders • Drive to find compromise and solutions that work for all parties • Data based decision making • Entrepreneurial approach with a continuous improvement mindset • Experience in using personal judgement to navigate ambiguous situations and land change without standardised processes in place • Excellent presentation and communication skills, in order to effectively represent Waitrose in the external market
<p>Desirable</p> <ul style="list-style-type: none"> • Experience in Process and/or Critical Path development • Experience in food retail • Experience in buying, product supply and ranging

Version	Created/updated by	Date
01	Laura Tudor	31/03/26