

Job title: RETAIL STRATEGY & DESIGN MANAGER, WAITROSE

Core Information

Location: Bracknell	Capability: Retail
Reports to: Head of Retail Innovation & Change	
People Management: Yes ☐ Assignment Management: Yes ☐	
Partnership Level: Partnership level 6	Manager's Partnership level: Partnership level 4
Number of direct reports: Up to 6	Partnership level(s) of direct reports: Partnership level 7

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 Partner in Retail, you're accountable for retail excellence with a relentless connection to customers and shops alike, dedicated support for today's demands, and visionary strides to shape, optimise, and revolutionise the future of retail. Rooted in adaptability, driven by a continuous improvement mindset, and fueled by a commitment to getting it right the first time, our Retail Support Teams are the dynamic force steering a thriving and innovative retail ecosystem of John Lewis Partnership.

As a Retail Manager, you play a key role in executing plans, leading a dedicated team, and fostering collaboration within the retail environment. Collaborating across retail, your role extends to effective people management, plan delivery, and ensuring accountability for results. Recognising the dynamic retail landscape, your flexibility, proactive approach, and commitment to continuous improvement contribute to team resilience. Embracing development, your role is pivotal in driving team success, delivering plans, and contributing to the broader retail strategy. Your adaptability ensures sustained excellence in this dynamic retail environment.

The Retail Strategy & Design Manager acts as the strategic architect for shops, responsible for defining and maintaining a clear Horizon 1–3 roadmap that balances immediate operational gains with long-term transformational innovation. By synthesizing market trends and competitor intelligence from the Partnership Strategy team, you will lead the Retail Research and Design teams to develop customer-centric value propositions and consistent journeys across both physical shops and Retail Product teams. A critical component of this role is driving the annual planning process with Retail Leads to determine investment priorities, while owning the end-to-end lifecycle of Proof of Concepts (PoC) to validate strategic assumptions. Ultimately, you serve as the vital bridge between high-level ambition and measurable execution, ensuring every initiative is backed by a rigorous



measurement framework and a clear case for investment and return.

Primary Outcomes & Accountabilities

Support the development & design of the Retail Strategy, and Priority initiatives, ensuring alignment with broader business outcomes and priorities.

Accountable for defining and maintaining a clear Horizon 1–3 strategy for each retail-owned priority and capability requirements ensuring a balanced roadmap of immediate optimizations (H1), emerging opportunities (H2), and future-state innovations (H3).

Provide strategic retail input through market research, Competitor and market insight, business case development, ensuring that investments are backed by robust research, clear benefits realisation, and a deep understanding of the competitive landscape.

Collaborate with business wide stakeholders, including multiples teams within Retail, Supply Chain, Commercial, DI&A, Online, People and Customer teams

Own the prioritisation and testing of Innovation & Product Proof of Concepts (PoC), ensuring a "fail fast, learn fast" approach before full-scale implementation.

Oversee and manage the Retail Capability, Research and Design teams, fostering a high-performing culture that delivers actionable insights and customer-centric design solutions across both physical and digital touchpoints.

Work collaboratively with Retail Product teams to ensure that technology and digital tools are designed with one consistent Customer & Partner journey in mind.

Work closely with the Partnership Strategy team to synthesize key market trends and competitor information, translating macro-insights into actionable retail priorities.

Retail input into business cases developed outside of Retail, ensuring all areas relating to Partner, Process and Service are understood, represented and well thought through

Provision of retail operational input to all transformational change plans that have end to end considerations, so that informed decisions which best support overall line of business outcomes are taken, with any change impact into retail identified and accounted for

Establish clear measurement frameworks in partnership with supporting teams to track the success of new concepts and

Measures of Success

- Delivery of all agreed Customer, Partner, Financial and Operational metrics as agreed with your People/Task Manager
- A documented Horizon 1–3 Strategy for every retail priority, updated annually and backed by credible market and insight data.
- Investment cases for new concepts are fit for appropriate consideration by the business based on the strength of the Value, Proposition and clear return requirements"
- Successful execution of Proof of Concepts, with clear "Go/No-Go" recommendations based on agreed measurement frameworks.
- Effective collaboration with Partnership Strategy and cross functional stakeholders, demonstrated by the inclusion of market-leading trends, competitor benchmarks and alignment.
- Support of a robust Annual Plan with clearly defined retail priorities and signed-off requirements from Retail Leads.
- In order to stay connected to our Shops and customers, you are required to spend at least 1 day per month at a Waitrose shop and support with a minimum of one week's worth of Helping Hands during peak trading times



validate strategic assumptions.

Support the Retail & Product Annual Planning process in collaboration with Retail Leads to determine strategic priorities, resource requirements, and the long-term roadmap for the estate.

Act as a bridge between insight and execution, ensuring that research findings are translated into design principles that can be successfully adopted within a fast-paced retail environment.

Regularly spend time in shops and with the Retail Product teams, staying close to Partner and Customer feedback to identify emerging trends and opportunities within the operating model.

Develop a high-performing, multi-disciplinary team, empowering them to meet their objectives and evolve their professional skills in research and design methodology.

You will play an active role as a co-owner in the Partnership, contributing to the long-term success and health of the business.

Skills

- Strategy Development
- Foresight & Innovation
- Commerciality
- Critical Thinking
- Stakeholder Management

Qualifications & Experience (where applicable)

Essential

- Strategic Planning
- Commercial & Financial Modelling
- Value Proposition Design
- Insight Synthesis
- Stakeholder Influence

Desirable

- Project & Change Management Experience

Version

Created/updated by

Date

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