

Job title: Packaging Innovation & Delivery Manager L5

Core information

Location: Bracknell head office ▾ Some UK and overseas travel may be required depending on the category area.	Lines of business or shared capability area: Waitrose
Reports to: Head of Own Brand Central Ops	
People Management: Yes ▾	
Assignment Management: No ▾	
Partnership Level: Partnership level 5 ▾	Manager's Partnership level: Partnership level 4 ▾
Number of direct reports: 5	Partnership level(s) of direct reports: 4 x L6 and 1 x L8 Partnership level 6 ▾

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 a Leader within the Waitrose Own Brand team, you set the strategic direction for packaging development, ensuring Waitrose maintains a market-leading, sustainable, and highly differentiated position. You are the "business conscience" on packaging, acting as a Centre of Expertise that translates global trends, customer insights, and emerging legislation into actionable Own Brand material and format strategies.

You will lead a team of packaging specialists to identify and implement innovative packaging solutions that drive commercial value and deliver against our ambitious environmental and Ethics & Sustainability (E&S) targets. Acting as a strategic enabler, you will integrate packaging early into the New Product Development (NPD) process, ensuring that the "Waitrose First" culinary vision is perfectly presented in functional, cost-effective, and safe prototypes. You will provide the strategic oversight necessary to navigate complex regulatory landscapes, such as Extended Producer Responsibility (EPR), to protect the Partnership from financial and reputational risk while strengthening our reputation as an industry innovator.

Primary Outcomes & Accountabilities

Customer

- Continuously understand the market, trends and customer insight on packaging and identify Own

Measures of success

Strategic Target Delivery: Successful delivery of the packaging strategy, specifically meeting E&S and EPR financial mitigation targets.



Brand and Innovation opportunities. Provides a Centre of Expertise for Own Brand packaging.

Provide Strategic Packaging Leadership

- Set the overarching packaging requirements for all Own Brand tiers by interpreting global customer and product trends and applying them to drive brand differentiation.
- Formulate and execute a long-term packaging strategy that negates the EPR tax burden through aggressive material and format optimisation.
- Influence the Commercial Leadership Team (CLT) and broader senior stakeholders by identifying strategic barriers, enablers, and dependencies within the packaging landscape.

Drive Innovation & Commercial Sustainability

- Act as a lead for industry-wide sustainability initiatives (e.g., UKPP, reuse conversations), collaborating with external retailers, NGOs, and government bodies to lead on reuse and recyclability.
- Ensure all packaging solutions are commercially viable and scalable, maintaining the perfect balance between gastronomic integrity, shelf-life, and cost-efficiency (design-to-cost).
- Approve all significant changes to packaging materials, ensuring early input into NPD briefs to prevent operational friction and late-stage rework.

Govern Standards, Policy & Compliance

- Define and champion Own Brand packaging standards, ensuring every solution meets the highest health, safety, and legal requirements.
- Oversee the creation and maintenance of technical specifications with 100% accuracy to ensure robust internal and external reporting.
- Act as a final point of escalation for complex technical feasibility issues, ensuring dielines and structural formats are factory-ready.

Lead self and others

- Lead and develop a team of packaging professionals, building a strong talent pool to facilitate career progression and Partner development.

Accountable for the delivery of all packaging targets and commitments. Creation of packaging roadmaps by CPG, delivered to plan, ensuring customer and commercially focused. Packaging trials delivered to time, cost and quality metrics.

Innovation Win Rate: Number of "First-to-Market" products and external recognition for packaging excellence.

Quality & Sentiment: Achievement of customer ratings and reviews targets (e.g., 4.5*) specifically relating to packaging functionality and format.

Data, compliance and product Integrity: Accurate packaging data captured and reporting for all Own Brand products. Proactively address and resolve packaging issues promptly to meet business goals for reducing customer complaints related to packaging, continually seeking improvements in our packaging solutions. Maintain packaging policy and provide appropriate training to the team.

Market: External recognition as a leading expert in the industry.

Partner Engagement: Engagement survey scores demonstrate a happy and engaged team.

Skills

- **Strategic Influence:** Ability to think for the long term, cutting through complexity to set strategies that create a culture where everyone contributes.



- **Advanced Packaging Technology:** Mastery of material science, print processes, and structural design across food and non-food categories.
- **Stakeholder Management:** Anticipates potential challenges from cross-functional teams and puts plans in place to achieve collaboration.
- **Commercial Acumen:** High proficiency in managing packaging-related financial impacts, including GNFR procurement and third-party vendor performance.

Qualifications & Experience (where applicable)

Essential

- Extensive experience in a strategic packaging role within a retail or FMCG environment.
- Proven track record of delivering complex sustainability or material-change programs.
- Experience in leading and developing high-performing specialist teams.

Desirable

- Active participation in industry committees or trade bodies (e.g., BSI, WRAP).

Version	Created/updated by	Date
V1.0	Maddy Wilson	14/04/2026