

Job title: RETAIL STRATEGY & DESIGN SPECIALIST, WAITROSE

Core Information

Location: Bracknell	Capability: Retail
Reports to: Retail Strategy & Design Manager	
People Management: Yes ☐ Assignment Management: Yes ☐	
Partnership Level: Partnership level 7	Manager's Partnership level: Partnership level 6
Number of direct reports: 2	Partnership level(s) of direct reports: Partnership level 8

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 Specialist, your role is to meticulously execute tasks and plans, ensuring precision in line with the broader retail strategy. Leveraging subject matter expertise, you contribute to plan execution, manage stakeholder relationships effectively, and provide valuable insights. Aligning with partnership goals, you foster talent development, enhancing continuous learning within the retail domain. Your commitment to excellence significantly contributes to the overall success of the retail strategy and partnership objectives.

The Retail Strategy & Design Specialist role provides essential subject matter expertise in the delivery & execution of the retail roadmap, leveraging deep insights to help define clear Horizon 1–3 initiatives that bridge immediate shop improvements with future innovation. Working closely with the Retail Strategy & Design Manager, you will help gather market trends and competitor analysis, translating these into clear objectives to support the Retail Research, and Design teams build customer-centric propositions. You will play a key hands-on role by leveraging your deep insight to help inform the annual planning process and provide end-to-end oversight for Proof of Concept (PoC) testing, ensuring that these are measured against assumptions, budget and measurements of success. This role is the "engine room" of the team, ensuring that strategic ambitions



are backed by the organized data and trial results needed to prove investment value.

Primary Outcomes & Accountabilities

- Manage the execution of key Retail Strategy initiatives, proactively driving cross-functional alignment and mitigating risks across physical shops and Retail Product teams.
- Manage 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).
- Translate market and competitor intelligence into clear, strategic implications, proposing actionable design mandates that directly inform the Retail Research and Design teams' priorities.
- Drive operational excellence for the Retail Research and Design functions, independently managing the planning and execution of strategic workshops, customer immersion sessions, and design sprints.
- Own the end-to-end Proof of Concept (PoC) lifecycle, defining the trial structure, managing in-store implementation, and ensuring robust, closed-loop feedback mechanisms are established and utilised.
- Design and implement robust measurement frameworks for all trials and PoC's, leading the analysis of key metrics to rigorously validate strategic assumptions, inform investment decisions, and quantify return on investment (ROI) which can be considered by the business.
- Serve as the primary strategic interface for Retail Product teams, establishing and embedding design principles to ensure consistent and high-quality Customer/Partner journeys across all initiatives.
- Conduct proactive field immersion, utilising direct Partner feedback and trial insights to independently identify and escalate critical operational risks and high-value strategic opportunities.
- Actively map, engage and influence key stakeholders to align on key priorities and ways of working to enable successful strategic enablement

Measures of Success

- Strategic Delivery & Roadmap Ownership- Achievement of defined strategic KPIs (Customer, Partner, Financial, and Operational) for all owned initiatives, demonstrating clear value delivery against the Horizon 1–3 roadmap
- POC Ownership: Proof of Concepts are launched on time and within budget with all logistical requirements seamlessly delivered taking accountability of the end-to-end (E2E) delivery.
- Investment cases for new concepts are surfaced for approval with clear defined value creation and demonstrated ROI
- Data Integrity: Clear success measurements and tracking of PoC's which are defined through the horizon 1-3 roadmaps. All PoC's should be value mapped against business strategic priorities.
- Stakeholder Management: Positive feedback from Retail Leads and Product teams regarding clarity of delivery of initiatives and the broader E2E roadmaps.
- In order to stay connected to our Stakeholders, Shops and customers, you are required to spend at least 3 days per week in person at a Waitrose Facility or Shop. Also, support with a minimum of one week's worth of Helping Hands during peak trading times.

Skills

- Strategy & Design Development



- Effective Communications
- Project Management
- Commerciality
- Critical Thinking
- Stakeholder Management

Qualifications & Experience (where applicable)

Essential

- Strategic Planning and Foresight
- Commercial & Financial Modelling
- Value Proposition Design
- Insight Synthesis
- Stakeholder & People Management

Desirable

- Project & Change Management Experience
- Strategic Foresight
- Product management & Design

Version	Created/updated by	Date
1.	Lee Jeyes	19.05.26