

Job title: Digital Category Lead

Core information

Location: London head office ▾	Lines of business or shared capability area:
Reports to: Head of Category	
People Management: Yes ▾	
Assignment Management: No ▾	
Partnership Level: Partnership level 5 ▾	Manager's Partnership level: Partnership level 4 ▾
Number of direct reports: 2+ (6-11 in Team)	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

This role manages, drives and is accountable for a directorates digital annual, period and weekly performance, closely managing forecasts vs. budget, metrics and what the key drivers, insights and levers are to grow and affect performance, both directly within the team and influencing stakeholders across trading plans, digital marketing, product developments, availability and category proposition.

This role develops digital category growth and optimisation plans of how, anticipates and outlines risks and opportunities and what we need to do to achieve budget and maximise growth opportunities, considering how we balance priorities, resources and budgets to achieve the required outcomes.

This role is responsible for delivering execution and optimisation of digital merchandising to drive growth, and influencing cross-functionality to deliver the category's digital transformation. The role works closely with commercial leadership teams and across digital teams to driving influence and impact and ensure we drive the best actions and decisions for their categories and wider business.

Primary Outcomes & Accountabilities	Measures of success
I. Category ownership and strategy Define and execute the digital strategy for the category, set and deliver against revenue, margin and growth targets and	Achievement of sales (and margin) budget Develop strong category plans along with traction and support to achieve.



identify growth opps across conversion optimisation, range, availability and end to end execution and merchandising.

2. Trading & performance management

Own day to day category trading, reviewing metrics and CSAT and communicating insights and actions. Plan and execute trading activity, customer calendar, launches and curations.

Produce high quality trading insight, commentary and site metric forecasting. Accurately forecast digital performance metrics to achieve channel sales/profit targets, highlighting risks/opportunities to influence stakeholders.

3. Digital merchandising and customer journey

Improve and optimise the digital customer journey at category level including search, merchandising and content effectiveness. Use data and user behaviour insights to identify friction points and problem statements and how we quantify impact. Work with product and design teams to enhance usability and conversion.

4. Data & Insights

Leverage analytics tools (eg Adobe, content square, tableau) and working with data and insight team to translate data into actionable insights and recommendations. Propose experimentation tests and drive optimisation.

5. Cross Functional Collaboration

Work closely across commercial, customer and digital teams, acting as the digital category expert and champion. Influence stakeholders to align, prioritise and drive impact through initiatives.

Collaborate with Customer and Commercial on digital transformation plan. Influence and hold key stakeholders to account on key deliverables in the plan. Use data and analysis to lead online recommendations into end-to-end online customer journeys, cross-functional trade planning and site optimisation.

6. Campaign and Content Execution

Lead category specific digital campaigns and launches and how we maximise retail media, conversion and customer experience. Support content strategy and optimisation of product info and imagery, SEO and onsite search.

7. Develop a high performing collaborative team

Achievement of demonstrable growth from optimisation

Timely delivery of Growth Initiatives deliverables and achievement of success measures

Understand and drive metrics - conversion/AOV growth, Full Price / RTC mix

Strong examples of influence, impact and collaboration across cross functional teams and senior stakeholders



Build a high performing, commercial and growth focused digital merchandising team. Lead adoption of AI within the team to drive output, efficiency and growth. Lead utilisation and orchestration of multiple technologies, leveraging blend of human creativity and algorithmic precision.

Skills

- **Digital Awareness**
Ability to understand what affects e-commerce channels and category performance and the levers to plan, forecast and deliver site activities to support trading readiness and launch of products and promotions.
- **Commerciality**
Commercial acumen and focus on planning for delivery and the impacts on e-commerce readiness.
- **Influencing Decisions & Stakeholders**
Works collaboratively through active listening and assertive communication to reach win-win outcomes. Adapts style to influence stakeholders and keeps Partnership interest as the forefront of decision making.
- **Critical Thinking**
People management - identify and develop talent, building credibility, coaching and development
- **Leading in a co-owned business**
Understands the fundamental responsibility of being a co-owner, treating it fully as their own and role models this to inspire colleagues and Partners. Involves Partners in the running of our business so that they understand the power they have in the success of our business. Engages with our democratic channels and supports colleagues and Partners to do so also.
- **Enterprise Thinking:** Breaks down silos and works with a one Partnership mindset, making links and connections across functions and divisions where necessary to drive efficiencies. Cuts through competing agendas to drive activity and outcomes.
- **Customer Centricity:** Understands the end to end customer journey and puts every customer, both internal and external, at the heart of everything we do.
- **Change Leadership:** Leads confidently and competently through change, reflecting Partnership values.
- **Professional Judgement:** Makes commercial decisions using judgement to give the customer the best outcome possible whilst understanding the boundaries in order to protect our brand, balancing customer need with business need.

**Qualifications & Experience (where applicable)****Essential**

- Experience planning and delivering scale and breadth of content, campaigns, site updates and optimisations at pace and against targets.
- Experience presenting and working closely with senior stakeholders on managing and driving performance and levers/actions to improve in immediate and longer term.
- Experience of leading in a fast moving and challenging organisational environment requiring constant reprioritisation and decision making.
- People management - coaching, man management, stakeholder management, matrix management.
- 5+ years experience of leading large, diverse and remote high performance teams with the ability to inspire, motivate and guide teams through periods of transformation and change
- Experience working with customer, creative and category stakeholders and teams to collaborate and achieve best execution and results.
- Strong strategic thinking and problem-solving skills, with ability to translate marketing insights and customer feedback into actionable plans
- Strong verbal, written and presentation skills to articulate a vision for change and evidence of keeping stakeholders engaged and informed at all levels.
- Experience of effective internal and external senior stakeholder management and influencing
- Results and metrics driven, capable and comfortable working with analytics and responding to data evidence and responding at pace to competing challenges and priorities as they arise.
- Understanding of financial metrics and budget management and ability to analyse financial reports and make decisions based on fiscal responsibility.

Desirable

- Digital experience in a multi category environment.
- Experience working in a broader digital environment engaging and affecting other teams e.g. Product, Digital marketing, Customer, Retail Media.

Version	Created/updated by	Date
v.01	Steve Masterton	June 2026