

Job title: Digital Trading Insight Manager

Core information

Location: London head office ▾	Lines of business or shared capability area:
Reports to: Performance & Insight Lead, Digital	
People Management: No ▾	
Assignment Management: Please select ▾	
Partnership Level: Partnership level 6 ▾	Manager's Partnership level: Partnership level 5 ▾
Number of direct reports: 0	Partnership level(s) of direct reports: None ▾

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

The Digital Team is responsible for delivering the commercial and customer performance of our Digital channels. This role sits within the Performance and Insight team who are responsible for delivering the insights that grow our digital performance through better decisions.

This is a highly skilled individual contributor role who focuses on diagnosing complex performance stories and uncovering specific growth drivers, as part of a wider insight community. You'll achieve this by combining technical analytical proficiency, strong storytelling/analytics translation skills, commercial awareness and mixed methods to arrive at these insights that cut through and inspire change.

You'll be confident in delivering these insights end to end, from writing SQL or creating models right through to delivering these insights in an impactful way to senior leadership. You'll draw on adjacent sources of information; be that User Research, Experiments or wider research to bolster your insights and work with a high degree of autonomy at pace.

Your performance will be measured by your ability to influence decision making via insights that you've worked on end to end. You'll be able to point to specific decisions you've influenced that've grown the business.

Primary Outcomes & Accountabilities	Measures of success
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Insight Generation

- Work independently, end to end on specific, granular insights. While the wider team manages macro financial forecasting and overall budget tracking, you will deeply understand the underlying customer behaviour driving those numbers, autonomously finding the majority of the data you need.
- You'll also be an active member of a mixed-method insight community and often collaborate with User Researchers, Digital Analysts and Commercial teams to bolster your insights.
- You'll limit your work in progress and deliver insight at pace, in a fast paced trading environment you'll know that decisions need to be made quickly and you'll support that with your ways of working. You'll also know when to take a step back and be strategic.

Insight Delivery

- You'll deliver impactful insights regularly, this might take the form of a message or an email, right through to a presentation to a large audience. You'll effectively match your medium to business needs and focus on simplicity in your storytelling.
- You'll know that the way that stakeholders are interfacing with data and insight is changing, you'll be on the front foot as AI disrupts how stakeholders expect to work with data.
- The insights you deliver will be rooted in commercial awareness and contain specific recommended actions to improve performance and grow the business

Stakeholder Support

- Support senior stakeholders in their decision making, by understanding their goals, challenges and taking ambiguous briefs to turn into structured questions and hypotheses that you'll help them solve.
- As one of multiple Insight Managers you'll be embedded into a Category team and be the go-to person for their insight requirements.
- Using your curiosity to spontaneously and directly deliver unprompted insights to your stakeholders.



Subject Matter Expertise

- You'll be the expert within digital in the tools that we expect the team to be using to make decisions every day (Tableau, Adobe, Contentsquare etc.). You'll champion adoption and help teams to upskill themselves.
- You'll have strong commercial awareness, and understand how a large and complex business like John Lewis works commercially
- You'll also love automation, identify common questions you're being asked and build tooling (e.g. Dashboards) to solve for them in an automated way.
- You'll deeply understand the Digital Strategy and Plan and take an active interest in supporting the delivery of it. You'll feel accountable for delivering insights that are aligned to the plan and help us iterate the plan over time.
- Anticipate future business questions by proactively identifying gaps in current tracking, working to ensure our data capabilities stay ahead of emerging trends.

Qualifications & Experience (where applicable)

Essential

- Significant Experience within Analytics or Data Science, using SQL/SAS/Python/R or similar daily
- Significant Experience using product and trading analytics suites (e.g. Adobe, Contentsquare, Amplitude)
- Significant Experience with data visualisation tools (e.g. Tableau, Looker)
- Significant Experience directly working with business stakeholders and delivering impactful insights to leadership

Desirable

- Experience with Analytics adjacent methods - UX Research and Experimentation
- Experience working with data engineers and implementation teams to understand data from source



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WAITROSE

Version	Created/updated by	Date
VI.0	Steve Masterton	May 2026