

## JOB TITLE: STORE CONCEPT DESIGN SENIOR MANAGER (LEVEL 6)

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| <b>Location:</b> Bracknell head office ▾     | <b>Lines of business or shared capability area:</b><br>Customer Directorate, Brand/CX, Waitrose & Partners                                                             |
| <b>Reports to:</b> Store Concept Design Lead |                                                                                                                                                                        |
| <b>People Management:</b> Yes ▾              |                                                                                                                                                                        |
| <b>Assignment Management:</b> No ▾           |                                                                                                                                                                        |
| <b>Partnership Level:</b> 6                  | <b>Manager's Partnership level:</b> Partnership level 5 ▾                                                                                                              |
| <b>Number of direct reports:</b> 4           | <b>Partnership level(s) of direct reports:</b> Partnership level 7 ▾<br>Store Concept Designers (Levels 7 & 8), Store Concept Assistant Designer (Level 9), IP student |

### 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.

The Partnership supports agile and flexible working practices, such as when, where and how we work. We have several different ways to work flexibly, including part-time, flexible or compressed hours, and job sharing. Head office areas also support a blended working approach.

We celebrate diversity and inclusion in the John Lewis Partnership and we are committed to becoming the UK's most inclusive business, reflecting and connecting with the diverse communities that we serve.

### Critical purpose of the role

- To lead and manage the development and delivery of creative design concepts including interiors, equipment and graphical solutions for new in-store developments across Waitrose & Pan Partnership formats (Core, Convenience, Food Service, Business to Business) ensuring the designs are optimised through the quality of the in-store environment created and commercial effectiveness of the store.
- To lead concepts through the Development Track process ensuring all Stage Gate activity checklists and supporting documentation are managed in a timely manner and key stakeholders are kept up to date with progress and risks
- Work collaboratively with key colleagues to gather, analyse and interpret a wide range of design, and operational requirements for each project and develop innovative, cost effective solutions for prototype, trial and roll out.
- Design recommendations need to optimise a particularly high number of elements and to balance the views of a wide

range of stakeholders through ongoing optimisation of design, planning, space utilisation and cost.

- The role requires the ability to set clear design direction for in-house and 3rd party design teams creating an environment for creativity as well as championing sustainability, commercially & operationally viable, safe and cost effective design.
- The role combines the need for concept design expertise with excellent project management and a thorough understanding of retail operations and equipment/signage development and excellent communication (visual, verbal and written) skills.
- Through this role you will have the opportunity to develop and stretch personally and professionally to achieve your potential.

#### **Primary Outcomes & Accountabilities**

- Act in accordance with the Partnership's purpose and democratic principles, constructively participating in co-ownership, and demonstrating to customers and each other that it is a better way of doing business. Share your knowledge, experiences, ideas and opinion to improve the Partnership, speaking honestly and frequently.
- Invest in your personal and professional development to achieve your potential, by doing more, doing better, or doing different. Continuously engage with and actively contribute to your Profession
- Take responsibility for actively engaging with change
- Create the conditions for all Partners to thrive, make their best contribution and achieve their potential.
- Appreciate what different life experiences bring to the Partnership and the value this adds to unbiased and smarter decision making.
- Proactive self-starter who is comfortable with levels of ambiguity at initial stages and able to work with stakeholders to develop effective briefs.
- Manages, coaches and actively develops Store Concept Designers to produce cost effective, operationally efficient and distinctive store design solutions that engage our target customers and deliver to the agreed expression of the Waitrose brand.
- Clearly communicates business and brand objectives to the team and sets clear objectives and key results to ensure Partners strive to achieve their full potential.
- Leads the development and delivery of a prioritised pipeline of concept work, into 3D look & feel, equipment designs, and signage solutions which clearly differentiates

#### **Measures of success**

- Clear design brief, timelines and costs in place for all projects following development stage gate process
- Proposals developed on time, to budget, to brief, following internal governance processes, to a high quality with good support from Proposition owners
- Design standards are maintained and documented appropriately
- Customer environment satisfaction/CSAT/NPS
- Cost neutral design
- Positive feedback from internal and external stakeholders
- Demonstrate the ability to set clear design direction and service level agreements for Internal teams and 3rd parties.
- Up to date information on competitors activity, design events and inspiration
- Partners demonstrate continuous improvement and are happy in their role - Partner Survey Results
- Development Plan, Objectives and Key Results in place and actively managed

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| <p>Waitrose from the competition. THINKS omni-channel, with the ability to consider the requirements for all customer touch points when developing design concepts.</p> <ul style="list-style-type: none"> <li>- Lead and direct internal and external design resource: Designers, copy writers, design agencies, equipment/signage suppliers, Architects, POS and Property teams to deliver creative and innovative store design concepts that are cost effective, scalable and meet format/customer objectives aligned to the development stage gate process and governance.</li> <li>- Demonstrate and foster upto date commercial, sustainable and design awareness, including monitoring worldwide best in class competitor and design agency activity and ensure value for money through the effective management and forecasting of 3rd party design agency costs.</li> <li>- Develop, manage and continuously improve processes associated with the delivery of the role. Maintaining a thorough understanding of store equipment and design standards and related costs.</li> </ul> | <ul style="list-style-type: none"> <li>- Regular 360 feedback</li> </ul> |
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| Skills              |                                                                                                                                                                                                                                                                                                                                                            |
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| Customer Centricity | Puts every customer, both internal and external, at the heart of everything, and understands the Partnership ambition to offer differentiated service that is aligned to our Values. Understands that they are empowered to deliver incredible service for every type of customer with whom they interact and act on this every time in every environment. |
| Conceptual design   | Strong conceptual creative abilities with ability to deliver original interior design, equipment and exterior signage ideas that differentiate Waitrose and keep it ahead of competitors leading the way in store environments.                                                                                                                            |
| Businessl Acumen    | Commercial and creative acumen with a customer centric mindset - has a blend of creative and commercial skills and applies these effectively to deliver innovative solutions that deliver commercial value and meet the needs of the target audience                                                                                                       |
| Omnichannel mindset | Omnichannel understanding - capability to adapt and design new concepts that ensure an understanding of an omni channel customer and how the future 'physical estate will be affected by shopping across different channels. Omnichannel should be front of mind.                                                                                          |

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| Project and programme management | Able to take responsibility for a number of projects balancing resource and milestones across the team, ensuring work is delivered on time and to Waitrose brand standards and guidelines.                           |
| Innovation                       | Future focus - demonstrates customer-driven innovation in the creation of store concept design work, keeping abreast of trends and innovation in the 3D conceptual space.                                            |
| Stakeholder management           | Stakeholder management - experience in managing relationships with internal and external stakeholders, including commercial management of agencies and suppliers, with capabilities and skills in budget management. |

## Qualifications & Experience

### Essential

- Design related degree
- Design related experience in retail, marketing or brand
- Experience in operating at a senior levels of the business
- A broad range of experience in store design based roles encompassing 3D and 2D design, with an excellent track record for delivery at a senior level.
- Able to demonstrate strong commercial experience, materials, construction and equipment knowledge and an excellent understanding of customer requirements.
- Experience in design redevelopment and implementation and a proven leader of delivering strategic change in the retail environment.
- Experience in managing an in-house design team and 3rd party design agencies

### Desirable

- Strong creative background
- In-depth knowledge and practical application of interior design
- Strong understanding of the Waitrose brand
- Working experience of AutoCAD, In-design, Sketch Up, Photoshop or similar

| <b>Version</b> | <b>Created/updated by</b> | <b>Date</b> |
|----------------|---------------------------|-------------|
| v0.1           | IU                        | 14/12/2020  |
| v.0.2          | S.Batkin                  | 12/04/2026  |