

Job title: Lead Copywriter FS (L7)

Core information

Location: London head office	Lines of business or shared capability area: Marketing
Reports to: Studio Production & Planning Manager	
People Management: No Assignment Management: No	
Partnership Level: Partnership level 7	Manager's Partnership level: Partnership level 6
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 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 an experienced Copywriter you will develop, craft and deliver exceptional copy in response to commercial, service and creative briefs. You'll be able to craft copy for a variety of campaigns, from brand campaigns right through to direct response campaigns.

Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential.

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.



Primary Outcomes & Accountabilities	Measures of success
You'll be a guardian of our brand and tone of voice, you'll champion great creative writing and support the wider team to feel confident using it. Best in class copywriting skills and experience to deliver exceptional brand, direct response and service creative, with flair and authority across multiple channels. Able to work collaboratively with the internal studio, third party writers and other areas of the business. Interpret creative briefs, and respond with a wide range of strong concepts, that lead to compelling campaigns and creative work. Support junior members of the team across creative and content, ensuring understanding of how guidelines can be applied and challenged. Including proofreading and editing copy, making sure it's on brand and in line with our tone of voice guidelines and briefs. You'll ensure all copy produced meets Financial Promotions regulatory, legal and compliance standards. Along with ensuring it's clear, fair and not misleading. Adhering to Financial Promotions regulatory, legal and compliance standards.	High standard of creative writing that delivers the brief. Brand and direct response copywriting within tone of voice guidelines. Creative excellence, including award nominations. Effective ways of working and stakeholder management. Critical paths and deadlines are met. Customer feedback and relevant insights measures (brand NPS). Brand and direct response copywriting within tone of voice guidelines. Adhering to Financial Promotions regulatory, legal and compliance standards. Brand guidelines regularly reviewed and kept up to date.

Skills

- Outstanding writing skills and the ability to craft engaging content and messaging - short and long form
- Able to interpret business requirements and briefs and turn these into engaging written content and messaging
- Demonstrable experience using these across multiple channels/platforms
- Experience in financial services marketing and communications, plus a sound understanding of financial promotion principles
- Excellent communication and presentation skills
- Portfolio showcasing examples of your great copywriting, including examples of brand and direct response campaigns



Qualifications & Experience (where applicable)

Essential

- Extensive proven experience of copywriting within a financial services organisation
- Experience working as part of a creative team, either in-house or agency
- A solid understanding of Financial Promotions regulatory, legal and compliance standards
- Significant experience writing copy for brand marketing campaigns, creative and service content, including for direct response campaigns
- Portfolio of work, including examples of cross-channel campaigns and concepting
- Experienced in writing for multiple channels and platforms

Desirable

- Experience using Figma, Asana or similar tools for collaboration and project management would be advantageous

Version	Created/updated by	Date
1.0	Alison Woodbridge	25/08/2026