

Job Title: Customer Planning Senior Manager, Content & Production

Job Description: Content & Creative Planner (Non-Campaign Focus)

Partnership Level: 6

Reports to: Customer Planning & Trade Lead (L5)

Location: Pimlico with blended working

Role Purpose

You will own the orchestration of the non-campaign pipeline. While the campaign team focuses on major promotional activity, your role is critical in managing the "always-on" business, ensuring that operational creative needs such as VM/POS updates, product / transit packaging, Financial Services, Hospitality, Services and ad-hoc creative requests are planned, prioritised, and delivered efficiently alongside the main customer plan.

Key Responsibilities

- **Non-Campaign Pipeline Orchestration:** Own the end-to-end roadmap for all non-campaign creative activity. This includes managing the influx of operational, product-specific and BAU creative requests.
- **Request Intake & Governance:** Manage the intake process for all non-campaign work (e.g., VM/POS updates, packaging design, physical estate, propositions or ad-hoc stakeholder requirements), ensuring all requests are fit for purpose, commercially viable, and operationally clear.
- **Operational Integration:** Act as the primary interface between the C&P team,, in store activations, and wider business stakeholders (e.g. Product, Merchandising and physical Estate) to ensure operational creative requirements are planned well in advance and requirements provided.
- **Resource Balancing:** Lead capacity planning for non campaign and BAU creative work, ensuring the team can balance urgent reactive requests with scheduled updates (like packaging and product information refreshes).
- **Prioritisation Logic:** Define and apply a clear prioritisation framework for non-campaign requests, managing competing demands from stakeholders outside the Customer team while protecting core creative capacity.
- **Process Efficiency:** Streamline the workflow for low-complexity, high-volume requests (like packaging or POS updates) to reduce friction and improve speed-to-market.
- **Cross-Functional Alignment:** Partner with the Campaign Planning team to ensure that operational activity does not conflict with major campaign timings and that both pipelines are visible, transparent, and manageable.

Success Measures

- A well-managed and transparent roadmap for all non-campaign creative requests, preventing bottlenecks in the BAU production cycle.
- Clear and consistent turnaround times for standard operational requests (e.g. packaging, product information).

- High stakeholder satisfaction from partners outside the Customer team, with clear communication on request status and prioritisation decisions.
- Effective capacity utilisation, ensuring the C&P team is appropriately resourced for both planned updates and reactive business needs.

Skills & Experience

- **Essential:**
 - Strong experience in operational planning, project management, or creative operations in a fast-paced environment.
 - Proven ability to manage high-volume, "always-on" request pipelines where priorities frequently shift.
 - Experience managing stakeholders across multiple business functions (e.g. Product, Retail, Hospitality, Operations).
 - A proactive approach to process improvement—identifying ways to simplify workflows for repetitive or operational tasks.
 - Exceptional organisational skills with the ability to maintain visibility over multiple concurrent workstreams.
- **Desirable:**
 - Familiarity with retail, packaging lifecycles, VM (Visual Merchandising), or POS production processes.
 - Experience using project management or workflow software to track creative production.
 - Strong influencing skills to manage expectations for stakeholders who may not be familiar with creative production cycles.