

Job title: Experience Design Manager

Core information

Location: Bracknell head office ▾	Lines of business or shared capability area:
Reports to: Experience Strategy Lead	
People Management: No ▾	
Assignment Management: No ▾	
Partnership Level: Partnership level 6 ▾	Manager's Partnership level: Partnership level 5 ▾
Number of direct reports: None	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

In Waitrose, we're on a mission to become the home of food lovers by delivering market-leading quality and extraordinary experiences. In order to achieve this the CX team will play a pivotal strategic role in setting direction and focus on the following areas:

- **Setting the CX measurement framework and Test and Learn capability** for the Home of Food Lovers and continuously monitoring progress against the key metrics identified and results delivered.
- **Identifying the enterprise pain points and passion points** that the business needs to focus on from an end to end perspective to become the home of food lovers.
- **Designing customer journeys and experiences** that differentiate the home of food lovers and create a compelling, seamless omnichannel experience that keeps food lovers choosing Waitrose.
- **Leading the development of a CX toolkit and 3 year CX plan and budget** that enables us to deliver our defined outcomes in a consistent and co-ordinated way.

Your role as Experience Design Manager will be to both contribute to defining and shaping the end-to-end experience Waitrose should deliver for Food Lovers, ensuring it is built around the enterprise pain points and passion points that we have identified will have the greatest impact on customer behaviour, perception and commercial performance. You will also lead the design of key journeys and experiences within the defined experience, partnering with teams across the business to inspire and influence development activity to be fully aligned and enhancing our food lover ambition.



Primary Outcomes

- A Food Lovers experience that provides the vision and strategic direction to assure end to end delivery of our ambition.
- Defined priority experiences informed by customer insight, commercial performance and strategic goals designed and developed and ready for deployment.
- A balance of short-term improvements and longer-term experience evolution across defined priority experiences.
- Cross-functional matrix teams set up and working in partnership on the development of priority experiences.
- Test and learn plans in place and delivered for priority experiences that have a clear hypothesis at the outset and a clear recommendation on completion.
- A set of clear standards for experience development, including design quality and approach, as part of an overall CX toolkit.
- Increased team capability in experience design including improved consistency, pace and impact.

Accountabilities

- Play a key role in the development and design of the end to end food lovers experience and the 3 year CX plan and budget.
- Lead complex, cross-functional value stream priorities, translating insight into clear, compelling and actionable experiences.
- Use the voice of the customer to influence stakeholders to align on fewer, bigger experience changes and prioritise the order of development.
- Partner closely with Store Concept Design and cross-functional teams to design customer outcomes and improvements across priority experiences.
- Work upstream within development processes to ensure customer needs and experience principles are embedded into design before deployment begins.
- Apply systems thinking to connect people, process, technology and environment into a coherent experience.

Measures of success

- Delivery of the agreed CX OKRs related to the Waitrose One Plan.
- Prioritisation reflects a clear focus on fewer, higher-impact initiatives.
- Delivery of customer-noticeable improvements in priority journeys.
- Movement in key metrics across the CX measurement framework including NPS, Brand Momentum and loyalty engagement.
- Experience direction is consistently adopted across teams and channels.
- Strategic work informs investment decisions and longer-term business planning.
- Improved capability and consistency in experience design practice.
- You spend time with customers, in our stores and with key stakeholders across the business more than at home.



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| <ul style="list-style-type: none">• Design and lead test and learn activity across priority experiences to ensure solutions are practical, scalable and adopted across value streams.• Set and maintain clear standards for experience design quality and approach.• Coach and develop team capability to improve consistency, pace and impact. | |
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Skills

- Strong experience or service design capability with end-to-end systems thinking.
- Ability to design journeys and structured experience outputs, using appropriate collaboration and experience design tools (Miro, Figma) to communicate direction effectively.
- Ability to translate insight into clear experience direction, prioritised action and trade-offs.
- Ability to bring customer needs, journeys and experience opportunities to life in a clear, compelling and actionable way.
- Strong commercial awareness, linking experience to customer behaviour and performance.
- Budget setting/management and contribution to business case development.
- Ability to lead in ambiguity, and define direction without complete information.
- Ability to influence in a matrix environment and align delivery, operational and design teams around shared customer outcomes rather than isolated outputs.
- Strong stakeholder influence and alignment skills across all levels.
- Ability to plan and lead effective workshops and collaborative sessions that engage and align stakeholders, clarify priorities and drive actionable outcomes.

Qualifications & Experience (where applicable)

Essential

- Experience working in design-led, human-centred or service design environments.
- Proven track record of defining and delivering end-to-end experience improvements.
- Experience influencing cross-functional teams and senior stakeholders, leading workshops and workstreams..
- Evidence of shaping priorities and direction, not just outputs.
- Experience working across short-term delivery and longer-term transformation.

Desirable

- Experience in complex, multi-channel organisations.
- Experience working alongside product, digital or operational teams.



- CX accredited qualification.

Version	Created/updated by	Date
1.0	Helen Carroll	May 2026