

Store Content Producer

Core information

Location: IDG/Store based	Profession: Customer marketing
Reports to: Holly Heslop	
People Management: No Assignment Management: No	
Partnership Level: Partnership level 8	Manager's Partnership level: Level 5
Number of direct reports: 0	Partnership level(s) of direct reports: 0

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.

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

This role will manage end-to-end content planning, creation, and editing for social channels across priority catchments, within our stores, head office, and any other relevant locations.

This role is critical in capturing and highlighting our investments in brand partnerships, experiential activities, and new catchment experiences for use across social media, our website, and internal channels. This includes aligning local content to national brand platforms and mapping it against specific customer and commercial content pillars.

Bring the "Moments of Wow" from the customer strategy to life by producing high-quality, engaging content across our stores that maximises products, services, and Partner visibility. Content will feature a mix of short-form Partner-led and influencer-led socials, alongside longer-form in-store podcast and interview material. It should embrace a "User-Generated Content" (UGC) style that is raw and relatable, yet professional and well-planned.

Establish a "social-media-friendly" store environment that encourages community interaction and highlights a curated product range, drawing inspiration from industry leading examples, to actively encourage customer content creation. Utilise spaces like "The Box Studio" to provide a flexible area for filming short-form video and or interview scenarios aligned to our Local content franchises.

You will deliver end-to-end, cost-effective, high-impact marketing assets directly from the shop floor to utilise across a number of channels and platforms. Leveraging technical expertise in cinematography and post-production, you will manage rapid cutting, color correction, and audio mixing optimized for both commercial promo standards and fast-paced social feeds. Operating as a fully mobile unit directly within stores and dedicated areas like "The Box Studio," you will produce a consistent pipeline of content that balances a raw, relatable "User-Generated Content" style with professional planning.

This role will also play a key part in elevating Social branch accounts - supporting in the creation of social media guidelines and frameworks as well as supporting upskilling production and editing native to all social channels.

Primary Outcomes & Accountabilities	Measures of success
- Multi-Platform Content Delivery: Plan, film, produce, and edit a consistent pipeline of short-form social content (TikTok, Instagram), influencer collaborations, and longer-form web/app content (podcasts, supplier mini-documentaries) in line with strategic commercial priorities and our customer content plan. - Cross-Functional Collaboration: Partner closely with the central Creative & Production and Social Media teams to ensure all output maintains strict brand consistency, alignment with the Customer Strategy, and project direction. - Best-Practice Implementation: Establish and document technical best practices for in-store recording, including optimized lighting and sound techniques tailored specifically to retail environments. - Community & Partner Integration: Cultivate organic reach by driving social media collaborations with local trending creators, regional businesses, schools, and internal Partners. - Pilot & Scale Strategy: Successfully lead the initial pilot phase across a small group of stores, gathering feedback to create a scalable framework for rollout to the wider estate.	• Content Reach & Engagement Rate: Meeting an agreed set of deliverances per week (e.g., 3x high-quality short-form videos, 1x weekly interview/documentary) with a target growth in organic views, impressions, engagement rate and video completion rates. • Contribution to driving Footfall: Through creating and sharing better instore content and reasons to visit - we expect to see an overall increase in footfall. • The Blueprint: Help produce ideas, templates or guidance for other stores on how to create effective content. • Partner Participation: A target number of local store Partners successfully trained, upskilled, or actively participating in content creation.

Skills

Cinematography & Visual Storytelling: Mastery of lighting, framing, and camera movement optimized for both commercial/promo standards and casual, fast-paced social feeds.

End-to-End Post-Production: Proficiency in modern editing software to rapidly cut, color-correct, mix audio, and format videos for varying platform specifications.

Stakeholder & Relationship Management: Ability to confidently navigate differing stakeholder needs, working seamlessly alongside shop floor Partners, local influencers, and internal commercial/ marketing teams.

Project Management & Agility: Strong organisational skills to manage travel schedules, equipment logistics, and real-time, fast-moving in-store activations (e.g., flash mobs, events).

Qualifications & Experience (where applicable)

Proven Industry Experience: Extensive background of producing film, AV and/or social content
Expertise in Audio/Visual Equipment: Comprehensive technical knowledge of film/AV equipment, digital cameras, mobile audio recording gear, and compact lighting setups suitable for public retail spaces.
Social Media Understanding: Understand, learn and execute ideas that will work well for the relevant channels
Brand Alignment: A clear understanding of the John Lewis brand identity, heritage, and values, with the ability to translate complex business initiatives into accessible consumer stories.

Desirable

Understanding of local marketing in stores
Ability to create both stills and AV and effective digital/still content
Previous experience of stores and our customers

Version	Created/updated by	Date
2.0	Anna Braithwaite	July 2026
2.1	Holly Heslop	July 2026