

Brand Strategy Senior Manager - FTC (maternity cover)

Core information

Location: Pimlico, with hybrid working (3 days in office)	Profession: Brand & Marketing
Reports to: Customer Strategy Lead, JL & PP	
People Management: Yes Assignment Management: Yes	
Partnership Level: Partnership level 6	Manager's Partnership level: Partnership level 5
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 & 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.

Critical purpose of the role

You will work with the Customer Strategy Lead to be responsible for defining what the John Lewis and Partnership brand stands for including brand position, brand health and priority focus areas within our Customer Plan. You will work to embed our customer segmentation and use it to inform our marketing and communications strategy. You will work with our Strategic Category Planners to better understand Commercial opportunities and set our customer priorities for the business. You will measure our brand health metrics and use them to inform decision making.

You will do this building upon the deep understanding that you have of our competitors, the audience, new trends and customer demand.

You will work closely with our Planning lead to translate these Commercial & Customer priorities into a clear and compelling Customer Plan that delivers against our Customer Strategy.

You will work closely with our in-house Creative Strategist and Media Lead to map out how, when and where our brand messages reach key audiences across different channels to ensure we're delivering content & campaigns that deliver optimal impact and engagement.

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. This is a hybrid working role with an expectation to work 3 days a week (typically Monday, Wednesday, Thursday) in the office, visiting shops or from agencies as relevant to the role.

Primary Outcomes & Accountabilities

Define the brand and communications strategy for the John Lewis brand, working with marketing and channel teams to translate our customer strategy into communications tactics. Ensure this delivers against our brand, customer and commercial objectives.

Input into the brand narrative, tone of voice, and messaging hierarchy and ensure this is reflected in the annual marketing plan.

You will be an advocate, protector and lead representative of the brand, continually articulating and promoting it across the Partnership to ensure it is well understood and correctly represented in all contexts and touchpoints.

You will work closely with category and brand marketing to ensure activation of the customer strategy, bridging the gap between creative and media to deliver a coherent communications plan that drives relevance for our customers.

You will measure, analyse, and monitor the performance and value of the brand, campaigns and content with customers.

You will support in communicating the Customer Plan to the wider business working closely with key stakeholders, particularly Trade and Customer Planning to ensure Customer & Commercial objectives are effectively delivered.

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.

Measures of success

Our customer and brand priorities are defined and communicated within the business

Increase in agreed brand metrics

Customer segmentation is embedded and understood across the business

Channel plans better integrated to help deliver more consistent messaging across all customer touchpoints

Skills

- Stakeholder Management
- Customer centricity

- Brand strategy
- Comms planning
- Task prioritisation
- Decision making
- Data analysis
- Commerciality

Qualifications & Experience (where applicable)

Essential

- Experience developing and executing brand and communications strategies in a large organisation, either brand or agency side
- Direct knowledge and experience of brand and communications strategy as a domain – including how to develop and roll out a brand positioning and associated assets across owned and paid channels
- Customer centric but with strong commercial acumen. Ability to help shape a clear point of view and execute brand and category positioning that aligns with the broader Customer and Commercial Strategy.
- Experience of translating brand strategies into a clear and coherent Customer Plan to inform Content & Campaigns developed by Brand & Marketing teams
- Excellent stakeholder management with proven success navigating the priorities of commercial, creative and marketing teams to ensure collaboration and engagement throughout the process.
- A self-starter willing to tackle complex challenges - multi-category retail is exciting but nothing is straightforward as we balance category, commercial and customer priorities across both a digital and physical retail estate.

Desirable

- Further qualifications in marketing or business
- Background in brand strategy and comms planning at a comms, media or creative agency
- Experience in roles within Fashion, Home, Technology or Beauty marketing
- Strong understanding of digital and content strategy with experience planning across both owned and paid media channels.

Version	Created/updated by	Date
1.0	Rosie Hanley	27 April 2023
2.0	Rosie Hanley	12/05/23
3.0	Tony Marsden	30/09/2024
4.0	Amy Tippen-Smith	12/08/2027