

Marketing Senior Manager, L6 John Lewis

Core information

Location: London Head Office	Profession: Customer
Reports to: Category Marketing Lead	
People Management: Yes ▾ Assignment Management: Yes ▾	
Partnership Level: Partnership level 6	Manager's Partnership level: Partnership level 5
Number of direct reports: 1-2	Partnership level(s) of direct reports: Partnership level 7 Partnership level 8

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

As a key leader in the Customer team your focus must be to create more value for our customers and our business. You'll be expected to play a pivotal role in delivery of the overall Customer plan by: working with the clear positioning for your category to design and execute an effective marketing plan. Working with the Category Marketing Lead you will drive accountability for how your category shows up to our customers.

You will help with the development and execution of category marketing activity at John Lewis (paid, owned, earned), by driving the way in how we engage customers with our breadth of products and services in your named category. You will work closely with the media & performance team to agree and measure investment. You will also partner with Customer strategy, customer planning, marketing channels, CX, brand, store marketing and relevant creative teams to deliver the marketing strategy and plan aligned to the category you have accountability for.

Working with the Category Marketing Lead you will help to deliver end to end ownership of the relevant category marketing plans, the associated budget and partner resource for that category across all sales and marketing channels. You will ensure we steer the most optimal way to go to market whilst iterating for tactical opportunities to drive trade. Underlying this, you will always work to ensure that our category plans are in service of our Purpose and E&S objectives.

Working in your team and with matrixed Partners (as described above) you will help to deliver relevant and engaging marketing content to our customers and which drives consideration. You'll have a detailed knowledge of your category: the trends, the market, the product, the innovation and the brands. You will work with your peers in commercial and customer strategy to shape your category marketing plans. This will be connected to both our brand platform and category marketing objectives. You'll ensure the delivery of category marketing campaigns, ensuring that the concept, channel mix, messaging, creative, retail media are delivering the customer, supplier and trade outcomes required.

You'll also help deliver our approach to 'always on' communication with customers for the directorate, influencing a group of channel experts (PR, Social, Digital, CRM, CRO) to continually optimise end-to-end how John Lewis engages with its customers.

You'll understand the role of your category in delivering commercial and customer outcomes, brand and customer strategy.

You will support the customer leadership team to ensure a consistent application of the new brand visual identity throughout your plans.

Primary Outcomes & Accountabilities

- Member of the John Lewis Category Marketing Team with end to end accountability for the category marketing plan, execution and performance. You should be obsessed with how your category comes to market. Confident using and applying data to inform this
- Manage multiple stakeholders, particularly peers in JL Customer, Commercial and relevant agencies.
- Trusted marketing contact for the commercial teams. Help to drive the direction of the directorate and create a marketing plan to deliver commercial and customer outcomes
- Identify and respond to tactical marketing opportunities to drive trade and/or support brands, prioritising and working with channel teams to execute these
- Work closely with Customer strategy, customer planning, marketing channels, media planning, CX, Loyalty, brand marketing and store marketing to inform the strategy and the category go to market plan
- Deliver the category marketing go to market plan: implementing the creation, planning and execution in the channels, ensuring they're achieving strategic outcomes and aligned to category strategy. Ensure every customer touchpoint is understood and optimised. Ensure this plan is in service of our brand positioning
- Support the shift to a digital first marketing model
- Work in a matrix team of marketing managers and channel experts to deliver both campaign and 'always on' marketing and communication to customers in all channels
- Help to grow the Partnership's growing retail media business through the high quality planning and delivery of branded supplier campaigns
- Support key outcomes of the plan - based on business priorities, skills and professional development opportunities.
- Be part of a high performing team in a way that is consistent with the Partnerships values.

Measures of success

As a Marketing Senior Manager in the Partnership, you will be accountable for delivering on these objectives and also for determining & realising more detailed Objectives and Key Results (OKRs) in your area to support the achievement of these.

It is expected that you will review OKRs ~~in your area~~ every half to set the category/business up for success in achieving the overarching Integrated Objectives.

Examples of potential OKRs include:

- Consideration
- Customer numbers
- Marketing £ROI
- Supplier satisfaction

You will be expected to align your OKRs-within your team to ensure that they are both deliverable and you have common outcomes.

Additionally, you will help deliver key metrics and measures on an ongoing basis to track business success in support of the overarching strategy.

Other Metrics of success (Discuss)

Activity delivered on time and within budget

Key stakeholders engagement & feedback

Campaign analysis completed within the agreed timeframe and fed into future activity to optimise

Peakon survey results

- Support and champion the Partnership model, be a voice for your teams and actively participate in the internal democracy
- Ensure that our Purpose: “Working In Partnership for A Happier World” comes to life in the what and the how of what we execute, including in our tone of voice, our campaigning stance and our own leadership actions

Skills

- Marketing
 - Focus on the customer needs and the business objectives. Sharp point of view on what and how we communicate to customers in a clear and compelling way to drive relevance and consideration
- Prioritisation
 - Plans and reviews workload regularly and is prepared to adapt to ever changing circumstances. Assesses workload realistically in terms of urgency and importance and is ready for "curve balls" and changes plans where necessary to ensure optimum achievement and deadlines are hit
- Stakeholder Management
 - Identifies who is impacted by or involved in your goals/objectives and therefore who is key to achieving the desired successful outcomes. Understands the motivations and priorities of these stakeholders and takes these into account in order to build and manage sustainable relationships. Can anticipate potential challenges stakeholders may bring and puts plans in place to achieve collaboration.
- Customer centricity
 - You are led by our customer needs but you balance this with commercial acumen.

Qualifications & Experience (where applicable)

Essential

- A strategically minded Marketeer with a passion for John Lewis, our customers, categories and brands
- Extensive and recent experience in marketing roles within fashion retail marketing
- Proven track record of planning and delivering marketing activity that drives customer and commercial outcomes
- Confident working in a fast paced, high pressure, challenging environment with high accountability
- Highly skilled working with existing strategies to turn this into impactful marketing plans (paid, owned and earned)
- Capability to balance both short term and long term goals. Ability to trade off resources for best business outcome
- Experience in working with external marketing agencies and helping develop significant supplier partnerships
- Experience of people management

Desirable

- Marketing/Business degree or equivalent
- Chartered Institute of Marketing Diploma
- Experience managing supplier relationships, working with third party providers and delivering co-branded campaigns or brand partnerships

Version	Created/updated by	Date
1.0	Daniel Freeland	10/7/2026