

RETAIL MEDIA SALES AND PLANNING COORDINATOR**Core information**

Location: London central office with Hybrid working	Line of Business or Shared Capability Area: John Lewis
Reports to: Retail Media Sales and Planning Coordinator	
People Management: No Assignment Management: No	
Partnership Level: Partnership level 9	Manager's Partnership level: Partnership level 6
Number of direct reports: n/a	Partnership level(s) of direct reports: n/a

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 Retail Media Sales & Planning Coordinator in the Retail Media profession, you will directly support the wider media sales and planning team in achieving overarching commercial targets. You will work closely with brands that have pre-set budgets, and occasionally manage your own smaller brand portfolio, to allocate their spend as efficiently as possible, predominantly utilising our Ad Tech propositions. This role requires high proactivity, highly organised administrative coordination, and the ability to confidently use systems and tools to manage campaign planning and booking processes. By ensuring that supplier retail media investments are accurately briefed, planned, and realised on schedule, you will play a vital operational role in delivering value for both the Partnership and our brand partners.

You will work closely with;

- The Retail Media Campaigns and Activation Team
- The wider Retail Media Sales & Planning team (especially your People Manager)
- JL Commercial Trading Teams (Buyers, Merchandisers, CPG's)

Primary Outcomes & Accountabilities Key Accountabilities • Support the wider sales team in achieving overarching commercial targets through the highly efficient administration and realisation of supplier investments. • Manage and allocate pre-set brand budgets efficiently, with a primary focus on utilising Ad Tech propositions to maximise brand visibility. • Where applicable, oversee a designated portfolio of smaller brands, ensuring their supplier-funded activity is executed as intended and they receive the appropriate level of service. • Take ownership of campaign planning and booking processes, leveraging internal systems and tools to ensure maximum accuracy and minimal error. • Demonstrate agility in adapting to new tools and processes, driving continuous improvements that support the ambitions of a growing Retail Media business. Key Activities • Work proactively with brands to map out and book their pre-set budgets across available retail media assets, predominantly focusing on Ad Tech solutions. • Confidently navigate and manage internal tools to input, track, and update campaign bookings from the initial planning stages, coordinating seamless hand-offs to key stakeholders (Retail/Online/CRM) for implementation. • Work proactively with the Media Sales and Planning team to ensure clients are given appropriate opportunities to invest in available inventory in a timely way. • 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. • Invest in your personal and professional development to achieve your potential, by doing more, doing better, or doing different things, and take responsibility for actively engaging with change.	Measures of success Advertiser (supplier) satisfaction Stakeholder feedback from core areas, CPG's, Trading, Customer Accuracy in briefed marketing bookings & campaign management Achieving revenue targets for client portfolio and profession.

Skills	
Commerciality	Demonstrates an innate passion for and understanding of Retail. This includes knowledge of our competitors and the wider social, political and economic factors which impact our business. Understands the Partnership business model and our

	integrated objectives and uses this understanding to make well informed decisions that support key business objectives.
Negotiation	Works collaboratively to achieve the optimum and mutual agreement for a way forward for all parties. Resolves professional differences along the way through active listening and appropriate assertive communication to reach win-win outcome. Is prepared to adapt communication style to each situation and has the best interest of the Partnership at the forefront of all interactions.
Data Analysis	Evaluates and analyses different types of complex data objectively and sees patterns and meaning to establish the key relevant facts. Uses this thinking to make credible recommendations to inform critical decision making.
Relationship Building	Authentically and proactively interacts with everyone, building rapport and making a positive impression in order to collaborate and build lasting connections across the Partnership and beyond to other businesses and contacts. Once formed, understands how to navigate politics and the impact these have on the workplace in order to get things done.
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.

Qualifications & Experience	
Essential	• Strong stakeholder management skills, with the ability to influence and collaborate effectively across teams to achieve optimal business outcomes. • Strong ability to manage and prioritise multiple competing business demands in a fast-paced environment. • Proactive, self-motivated, and results-driven, with a genuine passion for media and retail innovation. • Confident and articulate communicator, with excellent presentation skills • A collaborative team player
Desirable	• Experience working directly with brands and/or agencies to plan, develop, and sell retail media activation plans that deliver measurable results. • Experience owning and managing commercial targets. • Experience selling onsite AdTech solutions including Sponsored Products. • Experience using Advendio or other Salesforce booking platform or similar

Version	Created/updated by	Date
V.1	James Foote	20th November 2021
V.2	Anna Khan	26th January 2024
V.3	Anna Khan	28th August 2026

APPENDIX DOCUMENT: **INTERNAL USE REQUIREMENTS ONLY** for People teams

Partnership Level: 9 Manager's Partnership level: 6
Job Family Group: Job Family:
Pay range/Compensation Grade Profile:

Vetting required? (Yes or No) • xx
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