

RETAIL MEDIA SALES AND PLANNING SPECIALIST**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 Specialist	
People Management: No Assignment Management: No	
Partnership Level: Partnership level 8	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.



JOHN LEWIS | WAITROSE

Critical Purpose of the Role

As a Retail Media Sales & Planning Specialist in the Retail Media profession, you will be accountable for a specific media sales target, executing client-focused plans to support commercial growth for a dedicated portfolio of brand partners. You will manage the planning and coordination of brand budgets, ensuring they deliver clear value for your clients and resonate with our customers. Your collaborative approach will be central to building strong client relationships, using data to recommend effective media solutions from our omnichannel portfolio. You will work closely with internal activation stakeholders to ensure brand campaigns are executed seamlessly and accurately, evaluating campaign data to support ongoing planning strategies..

You will work closely with your Senior Manager (L6) to identify new opportunities within your portfolio to achieve revenue targets. This role demands strong commercial awareness, process ownership, and a passion for the evolving retail media landscape.

You will work closely with;

- JL Commercial Trading Teams (Buyers, Merchandisers, CPG's)

- The Retail Media Campaigns and Activation Team
- The wider Retail Media Sales & Planning team (especially your People Manager)
- JL Category Marketing team
- The Retail Media Commercial Strategy team
- The Retail Media Proposition team

Primary Outcomes & Accountabilities

Key Accountabilities

- Achieve specific retail media revenue targets for a designated portfolio of brand partners
- Maximise brand partner investments across the omnichannel retail media portfolio, using data & insights to enhance plans and secure retail media investments from client portfolio.
- Work collaboratively with JL Commercial teams to deliver on commercial terms with brands
- Build and maintain successful, collaborative relationships with brand partners and internal JL Commercial teams (Buyers, Merchandisers, CPGs).
- Ensure brand partners are given the appropriate level of service to maximise investment, actively managing which suppliers require dedicated consultative time versus those that can self-serve through ad-tech.
- Support the L7 and L6 managers with commercial forecasting and the identification of new spending opportunities within your portfolio.

Key Activities

- Negotiate with brand partners to maximise retail media revenue
- Coordinate omnichannel media agreements and manage seamless hand-offs to key activation stakeholders for implementation.
- Use performance reporting and data-driven insights to objectively evaluate campaign effectiveness and make credible recommendations for future activity.
- Collaborate with the wider Retail Media Sales team to ensure brands are given ample and timely opportunities to invest in available media assets.
- Support monthly performance reviews and gap analysis, ensuring that media sales and nominations are captured accurately.
- Support, and continuously improve, the end-to-end (E2E) process for maximizing Retail Media sales across all channels, embracing new ways of working to improve efficiency.
- 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,

Measures of success

Advertiser (supplier) satisfaction

Stakeholder feedback from core areas, CPG's, Trading, Customer

Achieving revenue targets for client portfolio and profession.

experiences, ideas and opinion to improve the Partnership, speaking honestly and frequently. • Invest in personal and professional development by doing more, doing better, or doing differently. Continuously engage with and actively contribute to your Profession • Take responsibility for actively engaging with change.	
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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 • Minimum of 1 years' experience working directly with brands and/or agencies to plan, develop, and sell retail media activation plans that deliver measurable results. • Media sales expertise with a strong track record of meeting revenue targets. • Demonstrated experience across both online and offline channels, with a solid understanding of omnichannel media strategies. • Exceptional 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 that engage and persuade diverse audiences. • A collaborative team player who thrives in matrix environments and builds strong, successful relationships across internal functions.

Desirable

- Experience selling onsite AdTech solutions including Sponsored Products.
- Experience using Advendio or other Salesforce booking platform or similar

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

Job Family Group:

Job Family:

Pay range/Compensation Grade Profile:

Vetting required? (Yes or No)

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