



JOHN LEWIS
PARTNERSHIP

JOHN LEWIS

WAITROSE

Job title: Senior Affiliate Executive

Core information

Location: Pimlico with blended working	Profession: John Lewis Customer
Reports to: Affiliates Manager	
People Management: No ☐ Assignment Management: Yes ☐	
Partnership Level: Partnership level 8	Manager's Partnership level: Partnership level 7
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

In this role you will support the implementation, optimisation, and development of the Affiliates programme as a key member of the Affiliates team. Supported by our agency partners and working cross-functionally with internal teams, you will help to deliver against our business goals, to drive traffic and sales to John Lewis, as well as exploring new opportunities in the Partnership marketing space.

Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential.

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.

**Primary Outcomes & Accountabilities**

- Working alongside the Planning Lead & Affiliates Manager to build a 12 month customer & marketing plan that responds to key customer and commercial priorities, whilst delivering our Supplier Funded targets.
- Supports the Affiliate Manager in the development and management of affiliates and partners to deliver supplier funding and commercial targets.
- Challenges agencies to deliver a strong performance whilst maintaining positive relationships
- Responsible for ensuring that the John Lewis brand is accurately reflected in the marketing activity undertaken and affiliated partners adhere to our guidelines when representing the brand
- Produces and shares channel reports in order to communicate performance and continuously improve activity. Work with agencies and team to align performance targets and reporting
- Maintains a good understanding of the competitor environment and the available commercial opportunities as they arise.
- Supports a collaborative and motivated team environment, giving and receiving regular and honest feedback to colleagues to improve the performance of self and team
- 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

- Clear affiliate strategy that aligns to business goals and commercial targets.
- Continuously work towards performance KPIs
- Brand guidelines adhered to
- Reports are user friendly and communicated timely.
- Performance is monitored and optimisation tactics are put in place
- Optimise towards supplier funding KPIs
- Line manager feedback
- Individual objectives achieved
- Positive stakeholder feedback - on clear plans and communication
- Supplier marketing activity delivered to plan on timely manner

Skills -**Task 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 and stakeholder relationships are maintained.



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.
Decision Making	Identifies the issue/opportunity, then gathers the relevant information and alternative viewpoints to form options and evaluates to drive an informed outcome. Able to interpret reporting to make informed decisions whilst working with the rest of the team.
Relationship Centred Communication	Interacts with respect and friendliness to convey views with clarity and empathy. Faces into differences of opinion and surfaces these constructively and works collaboratively to agree a shared solution with lasting results.
Customer Centricity	Puts every customer, both internal and external, at the heart of everything, and understands the Partnership ambition to offer differentiated service that is aligned to our Values. Understands that they are empowered to deliver incredible service for every type of customer with whom they interact and acts on this every time in every environment.

Qualifications & Experience (where applicable)**Essential**

- Experience working in an digital marketing environment
- Experience delivering customer-centric marketing plans
- Evidence in strong written and verbal communication
- Proven ability to build, maintain and influence a wide range of stakeholders across many teams internally as well as external agencies and brands.
- Experience working in a collaborative environment with a proven ability to achieve set KPIs
- Proven ability analyse and interpret data to make informed decisions

Desirable

- Experience working within retail or an agency
- Strong publisher contacts
- Experience working in an affiliate and marketing environment

Version	Created/updated by	Date
1.0	Mary Turley	27/11/2025