

Job title: RETAIL MEDIA SALES & PLANNING MANAGER

Core information

Location: London head office	Lines of business or shared capability area: Retail Media (within Supplier Management, Commercial)
Reports to: Senior Retail Media Sales & Planning Manager	
People Management: No	
Assignment Management: No	
Partnership Level: Partnership level 7	Manager's Partnership level: Partnership level 6
Number of direct reports: n/a	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 and Waitrose, 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 Manager in the Retail Media profession you will be accountable for your own media sales target and build client-focused strategies to support commercial growth. You will lead the planning of brand campaigns, ensuring they deliver outstanding value for our brand partners and resonate with our customers across multiple channels. Your consultative approach will be central to building and nurturing strong client relationships, leveraging data and insights to recommend tailored media solutions from our omnichannel portfolio. You will work closely with the Retail Media Activation team to ensure brand campaigns are executed seamlessly and use performance reporting to make recommendations for future activity.

You will work closely with your Senior Manager to deepen client engagement, identify new business opportunities to achieve revenue targets. This role demands commercial acumen, creativity, 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 Planning Team
- The Retail Media Proposition team
- The Retail Media Commercial Strategy team
- The wider Retail Media Sales & Planning team (especially your People Manager)
- JL Category Marketing team

Primary Outcomes & Accountabilities

Key Accountabilities

- Build successful brand partner relationships
- Achieve revenue growth ambitions
- Work collaboratively with JL Commercial teams to deliver on commercial terms with brands
- Leverage Customer data & insights to deliver best practice media campaigns
- Expand stakeholders across Brand, Agency, Ecommerce for your key client partners
- Build an effective retail media sales strategy for your client area
- Effective commercial forecasting for your area, ability to think creatively and strategically to capture new spends.
- Embrace planning & sales strategy aligned to clear business goals
- Collaborate with John Lewis Customer Marketing teams to align plans to Commercial and Brand ambitions
- Embrace new ways of working to improve efficiency in the booking process
- Support the senior manager with the commercial forecasting process
- Interpret post campaign analysis to make recommendations on how to optimise future activity.
- Be a media channel expert proactively upskilling and driving client trial and adoption of new channels

Key Activities

- Lead client-focused strategies to deliver media sales revenue growth ambitions and achieve target
- Build and maintain trusted, consultative relationships with clients, understanding their objectives and recommending innovative media solutions that maximise retail media revenue.
- Use data-driven insights to optimise media strategies and demonstrate campaign effectiveness.
- Use performance reporting to make recommendations for future activity. • Collaborate across teams to develop integrated, omnichannel campaigns that engage customers and drive brand growth.
- Embrace new ways of working to improve efficiency in the planning, booking and sales reporting processes.
- Support the BTA process within Commercial teams by ensuring that sales and nominations are captured accurately.
- 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 personal and professional development by doing more, doing better, or doing differently.
- Continuously engage with and actively contribute to your Profession.

Measures of success

Advertiser (supplier) satisfaction

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

Achieving revenue targets for category and profession.

- Take responsibility for actively engaging with change.



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/ Selling	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 (where applicable)

Essential

- Minimum of 3 years' experience working directly with brands and agencies to plan, develop, and sell retail media activation plans that deliver measurable results.
- Proven consultative media sales expertise with a strong track record of consistently meeting and exceeding individual and team revenue targets.
- Demonstrated experience across both online and offline channels, with a deep understanding of omnichannel media strategies.
- Exceptional stakeholder management skills, with the ability to influence and collaborate effectively vertically across senior leadership and horizontally 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 managing direct reports and/or task management



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