

RETAIL MEDIA SALES AND PLANNING SENIOR MANAGER**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 Lead	
People Management: Yes Assignment Management: Yes	
Partnership Level: Partnership level 6	Manager's Partnership level: Partnership level 5
Number of direct reports: 0-4	Partnership level(s) of direct reports: L7, L8, L9

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 Senior Retail Media Sales & Planning Manager, you are the strategic lead for your category, accountable for driving high-level revenue growth and defining the long-term media sales strategy. You hold overarching accountability for the category-specific strategy, ensuring that brand spend ambitions are expertly balanced against the broader Category Strategy to deliver a "Win-Win-Win" for the business, our brands, and our customers.

You will lead, coach, and develop your team, empowering them to maximise their client relationships and exceed individual revenue targets. Your role is highly consultative; you will navigate complex, multi-stakeholder environments to unlock new revenue streams from high-value brand partners and agencies. Working closely with the Sales & Planning Lead, you will oversee commercial forecasting and ensure your team leverages data-driven insights to deliver market-leading omnichannel media solutions

You will work closely with

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

- The Retail Media Campaigns and Activation 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

- **Strategic Leadership:** Create and own the overarching retail media sales strategy for your specific category, identifying and capturing new business streams to ensure long-term revenue growth.
- **People Management:** Lead a team of direct reports (L7-L9), fostering a high-performance culture through active coaching, professional development, and accountability for results.
- **Commercial Oversight:** Own the commercial forecasting process for your category, ensuring absolute alignment between Retail Media ambitions and JL Commercial Trading goals.
- **High-Value Partnership:** Build and maintain senior-level, trusted relationships with the Partnership's largest brand partners and agencies, serving as the lead negotiator for complex, high-value agreements.
- **Strategic Alignment:** Act as the bridge between brand investment and internal stakeholders (Trading and Marketing), ensuring media plans are integrated seamlessly into the wider business strategy.
- **Operational Excellence:** Support your team in adopting new ways of working and propositions to drive efficiency in the booking and reporting process.

Key Activities

- **Build, own and communicate the overarching retail media sales strategy** for your category
- **Lead the commercial forecasting process** for your category, ensuring total alignment between media revenue ambitions and JL Commercial goals.
- **Balance high-level spend ambitions** against the internal Customer Plan, navigating complex stakeholder trade-offs to ensure a "Win-Win-Win" outcome for the business, brands, and customers.
- **Appraise and embrace the value of marketing assets**, ensuring the team negotiates from a position of data-led strength and profitability principles.
- **Directly manage and coach a team** of sales & planning Partners (L7-L9), holding them accountable for individual revenue targets and professional growth.

Measures of success

Revenue Growth: Delivery of overarching category media targets and growth of new digital/AdTech revenue streams.

Forecasting Precision: High accuracy in commercial forecasting with minimal variance between projected and actualised spend.

Team Performance: Achievement of all team OKRs (L7-L9) through active coaching and performance management.

Talent Development: Evidence of upskilling direct reports in consultative selling and new AdTech capabilities.

Strategic JBPs: Successful negotiation of high-value retail media commitments within top-tier brand Joint Business Plans.

Internal Alignment: Seamless integration of media plans into the broader Customer Plan and Trading goals.

Senior Influence: Establishment of "Trusted Advisor" status with senior client leads.

Yield Optimisation: Improved ROI of category media assets through data-led appraisal and pricing strategies.

Governance: 100% accuracy in sales capture and BTA compliance for the entire category.

- **Empower the team to maximise client relationships** by providing strategic oversight on account plans and high-value proposals.
- **Cultivate a high-performance culture** by sharing knowledge, driving engagement with the "Retail Media Profession," and encouraging active participation in co-ownership.
- **Lead negotiations with the largest brand partners and agencies**, building trusted, consultative relationships at a senior level to unlock incremental investment.
- **Collaborate vertically with senior leadership** and horizontally across Trading, Marketing, and Activation teams to ensure category plans are seamlessly integrated.
- **Serve as a media channel expert**, proactively driving the adoption of new omnichannel solutions and AdTech (such as Sponsored Products) across your category.
- **Oversee the use of Customer Insight and data** to develop best-practice planning strategies that improve the brand experience and capture more revenue.
- **Drive the adoption of new ways of working**, including improved booking processes, to increase team efficiency.
- **Ensure accurate capture of sales and nominations** within the BTA process, maintaining high standards of commercial reporting and accountability.
- 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.
- 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	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 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

Version	Created/updated by	Date
V.1	Marisa Ahmet	14 December 2020
V.2	Marisa Ahmet	15 December 2020
V.3	Sonia Mateo	20 December 2020
V.4	Jessica Clerke	22 May 2024

V.5	Anna Khan	31 Mar 2026
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APPENDIX DOCUMENT: **INTERNAL USE REQUIREMENTS ONLY** for People teams

Partnership Level: 6 Manager's Partnership level: 5
Job Family Group: Job Family:
Pay range/Compensation Grade Profile:

Vetting required? (Yes or No) • xx
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