

Job title: Customer Planning Senior Manager

Core information

Location: London head office ▾	Lines of business or shared capability area:
Reports to: Customer Planning & Trade Lead (L5)	
People Management: No ▾	
Assignment Management: Yes ▾	
Partnership Level: Partnership level 6 ▾	Manager's Partnership level: Partnership level 5 ▾
Number of direct reports: None	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

Responsible for owning and orchestrating the rolling customer marketing plan, bringing together customer, brand and commercial priorities and translating them into one clear, prioritised and deliverable plan across future planning horizons.

Works across Strategy, Brand, Commercial, Trade Marketing, Media, Channels and C&C to ensure we are planning the right activity, in the right order, with the right resource. Owns prioritisation, planning governance and forward resource planning, ensuring the plan remains aligned to strategy and is commercially and operationally realistic.

Primary Outcomes & Accountabilities

- Own and maintain the rolling customer marketing plan, bringing together inputs from Strategy, Brand, Commercial, Category, Trade Marketing and other relevant teams into one coherent view
- Translate agreed customer, brand and commercial priorities into a structured, joined-up and prioritised plan across future planning horizons
- Ensure all activity is aligned to brand strategy and agreed customer and business priorities

Measures of success

- A single, clearly defined and prioritised customer plan with clear visibility across the rolling planning horizon
- Strong alignment between customer, brand strategy, commercial priorities and marketing activity
- Clear governance of what is in the plan, why it is there and the decisions/trade-offs made
- Effective end-to-end resource planning aligned to agreed business priorities



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| <ul style="list-style-type: none">• Lead prioritisation of competing business asks, making clear trade-offs to ensure focus remains on the highest-value activity• Own end-to-end marketing resource planning through annual, quarterly and in-year planning• Ensure planned activity is realistic and deliverable within agreed resource, capacity and operational constraints• Act as the escalation and decision point for planning conflicts, trade-offs and competing priorities• Lead planning governance and cadence, ensuring clear decision points, ownership and accountability• Act as the central coordination point to maintain stakeholder alignment and visibility of the agreed plan• Work closely with the Customer Planning Senior Executive to ensure a clear handover from future planning into live plan management and execution• Own the overall quarterly campaign planning critical path, including message hierarchy, budget/media alignment and campaign classification• Work with Media, Channel and C&C Leads to recommend media, channel and production investment splits | <ul style="list-style-type: none">• Competing priorities are resolved early, with clear decisions and stakeholder alignment• Greater proportion of activity planned with sufficient lead time for effective execution• Fewer late changes, clashes and unplanned requests caused by poor upstream planning• Smooth flow from future planning into live execution with minimal disruption or rework |
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Skills

- Strong operational planning and project management skills within creative operations or fast-paced commercial environments.
- Proven ability to manage high-volume, "always-on" request pipelines where priorities frequently shift.
- Strong stakeholder management and relationship-building skills across multiple non-marketing business functions.
- Proactive approach to process improvement, identifying ways to simplify workflows for repetitive or operational tasks.
- Exceptional organizational skills with the ability to maintain visibility over multiple concurrent workstreams.
- Strong influencing skills to manage expectations for stakeholders who may not be familiar with creative production cycles
- Thinks ahead and anticipates future planning conflicts, dependencies and resource constraints before they impact delivery
- Confident operating as an orchestrator across multiple teams, creating clarity without needing to directly own every input
- Able to influence and challenge senior stakeholders, making and standing behind difficult prioritisation and trade-off decisions

Qualifications & Experience (where applicable)

Essential

- Experience in customer planning, integrated marketing planning or campaign planning within a complex organisation
- Strong understanding of how customer, brand, commercial, trading and marketing planning interact
- Proven experience bringing multiple business inputs together into one coherent, prioritised plan
- Demonstrable experience making prioritisation decisions and managing trade-offs between competing stakeholders



- Strong experience of forward planning, critical-path management and resource/capacity planning
- Experience working across complex matrix teams and influencing senior stakeholders without direct authority
- Comfortable operating in a fast-paced retail environment with changing commercial priorities
- Strong understanding of brand strategy and how this translates into customer-facing activity
- Experience establishing or improving planning governance, processes and ways of working
- Confident using customer insight, commercial performance and other data to inform planning and prioritisation decisions
- Strong people leadership/coaching capability

Desirable

- Professional marketing qualification
- Experience designing or embedding new planning processes, governance or operating models
- Experience using planning/workflow tools to create visibility of activity, dependencies and resource

Version	Created/updated by	Date