

Job title: Insight Manager

Core information

Location: Victoria or Bracknell with Blended Working	Shared Capability Area: Data, Insight & Analytics
Reports to: Senior Insight Manager	
People Management: Yes ▾ Assignment Management: Yes ▾	
Partnership Level: Partnership level 6	Manager's Partnership level: Partnership level 6
Number of direct reports: Potentially 1	Partnership level(s) of direct reports: Partnership level 7

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

To triangulate a range of internal and external data sources to provide insight (market, competitors and consumers) Senior stakeholders can use to drive better business decision making to deliver the Partnership plan and a better customer and Partner experience

Primary Outcomes & Accountabilities

What you lead

- Lead significant strategic insight projects to deliver clear, relevant and actionable insight to stakeholders, validated & triangulating via multiple sources
- Lead the scoping of insight objectives for complex projects and agree with key stakeholders ensuring the right methodologies are used

Evangelist for

- Constantly seek out more powerful, richer insight sources / opportunities and demonstrate an ability to be innovative

Measures of success

- Drive CTTO Scorecard measures
- The successful ongoing scoping of a variety of complex insight projects to answer the needs of the line of business
- Growth of the awareness of and engagement in the insight outputs across DI&A
- Managing the Q&A of insight project outputs aligned to the agreed Insight processes
- The delivery of post project wash ups for all insight projects with clear improvement recommendations for future work
- Maintenance of a clear Insight product & services toolkit including feedback on how clear and understandable it is



and proactive using external sources and customer trends. - Supporting the cross pollination of our insights across DI&A and the broader partnership What are you responsible for - Ensure insight objectives are clear and agreed with key stakeholders, and adopt the most appropriate methodology to drive out robust actionable insights. - Triangulating a range of data sources to answer specific business questions and or proactively identify new insights key to business planning - Provide Q&A of all insight project outputs / materials - Constantly seek out more powerful, richer insight sources / opportunities and demonstrate an ability to be innovative and proactive using external sources and customer trends. Agency and Partner suppliers - Ensure projects are delivered on time and within budgets by Partner agencies - Manage and challenge 3rd party suppliers effectively, driving greater value for money and data accuracy while also ensuring they are consistently delivering for the business' strategic needs - Ensure full post project wash ups are held with agency / supplier partners to ensure we are maximising value Your team management responsibilities (where line management is applicable) - Lead a happy and high performing team as judged by the Happiness survey & ongoing contribution and objective setting linked to Business scorecards - Manage regular team meetings to ensure a sense of connection and foster a sharing culture around research outputs and broader DI&A connections Products and toolkits - Maintain a clear product toolkit of insight products and tools & a methodology bible ensuring consistency across JLP - Working collaboratively with other managers in the DI&A profession and utilising expertise in data analysis and social research methods to maximise insight opportunities	- Ensure an above benchmark Stakeholder project satisfaction score for all insight projects across the year - Deliver a team Happiness index score in line with DI&A benchmarks
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Skills

- A business-savvy thinker (preferably with retailer experience) who can respond to quick-fire requests for insight from a wide variety of sources to answer business questions and inform strategic decision making.
- Ability to work quickly and accurately to tight timeframes and able to scope and define clear briefs and interpret and quickly understand insight requirements



- Has knowledge of which sources to interrogate, understanding the limitations of different data sources and how they can be triangulated together to paint the full picture. Familiarity with a good selection of key sources: Kantar WorldPanel; TGI; YouGov; Mintel; IRI; Foresight Factory and any other retail, brand and customer satisfaction trackers and insight/foresight sources is required.
- Ability to pick up new systems and interfaces and extract maximum value from data and insight subscriptions
- Ability to digest large volumes of data and translate complex analytics findings into actionable recommendations extract key insights to form a coherent story, illustrated with key facts in a succinct and punchy paper/deck to answer specific business questions.
- An ability to conduct a range of analysis including longitudinal, correlation & cluster analysis is important

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

- Extensive experience (5 - 10 years) in a customer insight Manager role, either client or agency-side, gathering and leveraging a range of insight and data sources to drive action & measurable impact in grocery of retail
- Strong technical insight generation & or market research / intel background focused in retail or FMCG businesses including market share tracking
- Experience managing direct reports including, culture development, process matrix management and collaboration with consultancies and partner agencies
- Active industry networks to bring best practice research & insight initiatives and innovations to JLP
- Demonstrable thought leadership through collation, interpretation and analysis of multiple sources of data.
- Building, managing and influencing diverse cross functional stakeholder relationships across all levels of a business.
- Powerful storytelling, specifically communication and visualisation that brings insight to life for a senior business audience.
- Outstanding commercial acumen and experience applying insight in a fast paced commercial environment.

Desirable

- Experience in more Purpose led & or employee owned environments
- Experience in developing thought leadership materials or publishing papers

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/	Dean Taylor	May 2024