

Job title: Loyalty Senior Manager - Offers

Core information

Location: Bracknell Head Office	Line of Business or Shared Capability Area: Waitrose Customer
Reports to: Loyalty Operations Lead	
People Management: Yes ▾ Assignment Management: Yes ▾	
Partnership Level: Partnership level 6	Manager's Partnership level: Partnership level 5
Number of direct reports: 1	Partnership level(s) of direct reports: Partnership level 8

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

Loyalty is a key part of the Waitrose Customer strategy and is a priority for the Partnership. As Waitrose is the Home of Food Lovers we want My Waitrose to be the Club for Food Lovers. You'll be part of a team shaping and delivering Loyalty transformation, with a particular focus on how we use offers to create value for our customers and the business.

As Loyalty Senior Manager - Offers, you will lead the development of the Personalised Offers plan, translating Loyalty strategy and business priorities into a clear programme of customer offers, propositions and new capabilities. You will identify opportunities to evolve how we use offers, shaping new mechanics, capabilities and ways of working that improve customer participation, engagement and business value.

You will work closely with Loyalty Proposition, Loyalty Operations, Customer Product, Commercial & Planning, CRM, Retail Media, dunnhumby and other teams across Waitrose and Pan Partnership to shape and deliver the future offers proposition. You will be responsible for defining opportunities, understanding value and success measures for new initiatives, supporting investment decisions and ensuring that plans translate into effective delivery.

This role is in a fast-paced transformation environment, so the ability to navigate complexity, bring teams together and turn opportunities into action will be important to your success. You will need to be comfortable balancing longer-term thinking with the detail required to deliver significant change successfully.

You will lead the development and activation of new offer capabilities and offer-led initiatives, ensuring that changes to products, systems and propositions are translated into effective offer design, delivery and operational plans. You will also own the evolution of the offer operating model, identifying opportunities to simplify processes, improve efficiency and ensure the team is ready to adopt new capabilities.

A key part of the role will be understanding what is working and why. You will use customer and commercial performance insight to evaluate offers, identify opportunities to improve offer design, targeting and mechanics, and feed these learnings into future plans and delivery.

This is an Equal Parental Leave cover role for 12-14 months. You will have one direct report and will provide leadership across the wider offer community, building strong relationships with internal and external partners and integral part of a centre of expertise team for loyalty offers.

Primary Outcomes & Accountabilities

- Lead the development and delivery of the Personalised Offers plan, aligned to Loyalty and Waitrose customer strategy.
- Lead the development and activation of new offers, offer mechanics and offer capabilities, working across Proposition, Product, CRM, Commercial, Retail Media, dunnhumby and other teams.
- Own the delivery of significant offer transformation and change activity, translating strategic objectives and new capabilities into clear requirements, delivery plans and operational outcomes.
- Translate product, proposition and technology changes into effective offer design, processes and operational plans.
- Define requirements for new offer capabilities and ensure the business is operationally ready to adopt them.
- Lead the end-to-end change process for offers, ensuring impacts, dependencies, risks and operational requirements are understood and managed through to implementation.
- Own overall Personalised Offer budget
- Work closely with Customer Product and Technology teams to influence the development and implementation of future offer capabilities and ensure they meet customer and business needs.
- Work with CRM and Retail Media to identify and activate opportunities to use offers to support customer engagement and growth.
- Work closely with Commercial & Planning to support

Measures of success

- Successful delivery of the agreed offers plan and contribution to the wider Loyalty strategy and objectives.
- Successful delivery of significant offer transformation and change, with new capabilities and ways of working implemented effectively.
- New offer capabilities and propositions are translated into effective customer and operational delivery.
- Personalised Offer budget is actively managed and optimised.
- Clear ownership, planning and management of offer change, with risks, dependencies and operational impacts understood and managed effectively.
- Effective use of customer and commercial insight to understand offer performance and identify opportunities for improvement.
- Learning from offer performance is consistently used to inform future offer design, delivery and investment decisions.
- Strong collaboration across Loyalty, Proposition, Product, CRM, Commercial, Retail Media, dunnhumby and other key stakeholders.
- Strong relationships with internal and external partners, with clear accountability across the offer delivery ecosystem.
- High levels of stakeholder confidence in the team's expertise, ability to manage complexity and deliver change.
- Delivery of Loyalty objectives and contribution to the wider Loyalty transformation agenda.



effective planning and management of offer investment and ensure opportunities are delivered within agreed parameters. • Coordinate delivery across internal teams and third-party partners, ensuring clear ownership, dependencies, risks and delivery plans. • Own the operational readiness of new offers and capabilities, ensuring appropriate processes, controls, training and ways of working are in place for successful launch and ongoing operation. • Evaluate offer performance using customer and commercial insight, identifying opportunities to improve offer design, targeting, mechanics and customer experience. • Feed performance learning and customer insight into future offer plans, proposition development and product decisions. • Identify, prioritise and manage a pipeline of offer improvements, balancing customer opportunity, business value, operational complexity and delivery capacity. • Build strong relationships with key stakeholders and partners, acting as a trusted expert on offer operations, change and delivery.	
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Skills	
Budgetary Control	Accountability for managing an annual budget in excess of £60m per year, identifying and implementing cost reduction initiatives through efficiency and continuous improvement programmes.
People Management/Development	Has the ability and experience to develop high performing, inclusive teams ensuring individuals thrive and enabling effective talent progression and succession planning.
Cultural Awareness & Competence	Has a proven ability to embed an inclusive culture that gets full value from the diversity of its team through power sharing, seeking diverse opinions and celebrating cultural differences.
Problem Solving/Decision Making	Demonstrates the ability to apply sound judgement, make well timed decisions and implement solutions under complex and highly pressured situations whilst balancing the priorities of customer service and business needs.
Strategic Thinking/Forward Planning	Own and be accountable for creating and delivering strategic plans that support the delivery of wider Partnership plans and drive consistent, excellent service and ongoing improvement. Has the ability to develop and embed plans and ways of working that fully engage the Team and ensure future success.



Stakeholder Management	Able to identify who is impacted or involved in strategic goals/objectives and who is therefore key to achieving successful outcomes. Proven ability to build strong relationships and gain buy in from these internal and external stakeholders through clear understanding of their motivations and priorities. Able to anticipate potential challenge from stakeholders and to effectively enact plans to achieve collaboration.
Commercial Awareness/Commerciality	Demonstrates a passion and in depth understanding of our business and the wider external sector. Including detailed and up to date knowledge of our competitors and the wider social, political and economic factors affecting our business. Understands complex business models and uses this knowledge to make well informed decisions in support of business wide objectives.
Organisation & Delegation	Highly skilled organiser with a proven ability to manage high volumes of workload across a broad range of areas within a large, fast paced, diverse environment. Able to balance the priorities of customer, Partner, legal and safety compliance whilst protecting the business reputation and standards and staying true to the Partnership plan and purpose.

Qualifications & Experience (where applicable)
Essential • Strong experience in Retail Loyalty or CRM • Strong experience of personalised offers • Proven complex transformation experience • Strong experience working with Technology and Product • Strong stakeholder influencing and collaboration skills
Desirable • Experience of personalised food offers and targeting • Experience leading and developing teams • Experience delivering new capabilities into BAU • Experience managing systems and process change • Experience working with insight and analytics • Experience managing budgets and resources • Experience working with third-party partners • Experience improving operational processes • Knowledge of data protection and privacy • Experience working in a complex retail environment

Version	Created/updated by	Date
V.2	Jennie Franklin	September 2026