

Job title: Associate Product Manager

Core information

Location: Hybrid working ▾ Drummond Gate (Pimlico) & Bracknell	Lines of business or shared capability area: Product Management
Reports to: Digital Product Manager	
People Management: No ▾	
Assignment Management: No ▾	
Partnership Level: Partnership level 7 ▾	Manager's Partnership level: Partnership level 5 ▾
Number of direct reports: 0	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 & 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 Associate Product Manager for the John Lewis Partnership's Retail Media Hub, you will support the development and delivery of the digital Order Management System that enables John Lewis and Waitrose to grow their retail media business and help achieve revenue targets and long term growth ambitions..

Working with the Product and Retail Media Proposition Leads, you will translate business needs, user feedback and operational challenges into prioritised product improvements. You will develop a strong understanding of the platform, its users and the retail media booking process, becoming the subject matter expert for your product area.

You will own the day-to-day Product Backlog, define requirements and coordinate delivery to improve the booking experience, operational efficiency and platform performance.

You will collaborate with commercial, operational and technology teams to identify opportunities, solve problems and deliver value. Using data, insight and feedback, you will inform product decisions, communicate progress and contribute to the wider product roadmap while developing your product management expertise.

Key Responsibilities

Product ownership & delivery



- Develop a strong understanding of the platform, its capabilities and limitations.
- Own and prioritise the Product Backlog in alignment with product objectives and OKRs.
- Translate business and user needs into clear requirements, user stories and acceptance criteria.
- Support the Product Manager in shaping the roadmap, evaluating opportunities, dependencies and trade-offs.

Commercial understanding & stakeholder engagement

- Develop a thorough understanding of the retail media business model, booking journey and the needs of commercial teams and platform users.
- Build effective relationships with business, operational and technology stakeholders to understand priorities and align expectations.
- Identify underlying business problems and opportunities, ensuring product development delivers meaningful value.
- Communicate backlog priorities, progress, risks and releases clearly, managing stakeholder expectations.
- Assess new business requests, ensuring they are aligned with product objectives and appropriately prioritised.

Insight, optimisation & continuous improvement

- Use data, user feedback and stakeholder insight to identify opportunities to improve the booking experience and platform performance.
- Evaluate product changes against agreed outcomes to inform future priorities.
- Identify opportunities to reduce manual effort, improve data quality and increase operational efficiency.
- Assess new platform capabilities and potential solutions, considering value, feasibility and dependencies.
- Share learning and contribute to continuous improvement across the Product community.

Personal development & Partnership responsibilities

- Act in accordance with the Partnership's purpose, principles and democratic traditions, contributing to shared success.
- Develop product management skills, commercial understanding and technical knowledge through continuous learning and feedback.
- Share knowledge and constructive challenge to improve the product, team and wider Partnership.
- Take ownership of personal development and adapt positively to change.

Primary Measure of Success

- A clear, prioritised Product Backlog aligned to product objectives and OKRs.
- Measurable commercial and operational value from product improvements.
- A simpler, more intuitive and reliable retail media booking experience.
- Timely delivery of quality improvements against agreed priorities.
- Effective platform performance, with issues and dependencies proactively managed.
- Stakeholder confidence in product priorities, progress and outcomes.
- Product decisions informed by data, user feedback and measurable results.

Skills & Capabilities

Essential

- Strong problem-solving skills, with the ability to identify challenges and develop practical solutions.
- Excellent communication and collaboration skills across business and technology teams.
- Strong organisational skills, with the ability to manage competing priorities and adapt to change.
- Ability to translate user needs and business processes into clear product requirements.
- Analytical approach to decision-making, using data and feedback to identify opportunities.
- Confidence working with technical detail and learning new platforms and capabilities.
- Proactive mindset, with a focus on continuous improvement and better ways of working.



- Collaborative team player who takes ownership, follows through on commitments and builds trusted relationships.

Desirable

- Experience working in Agile environments, such as Scrum or Kanban.
- Experience with SaaS platforms, CRM systems or enterprise applications.
- Familiarity with Salesforce, Advendio or advertising and booking platforms.
- Experience supporting digital product delivery, from requirements through to release.
- Understanding of retail media, digital advertising or campaign booking processes.
- Experience using data and analytics to inform product decisions.
- Experience working with technology teams and managing cross-platform dependencies.

Version	Created/updated by	Date
1.0	Rob Hitchman	19/10/2026