JOHN LEWIS PARTNERSHIP | JOHN LEWIS | WAITROSE

Retail Media Marketing Activation Senior Manager

Core information

Location: London Central Office with hybrid working	**Line of Business or Shared Capability Area:** John Lewis
Reports to: Retail Media Marketing Activation Lead	
People Management: Yes **Assignment Management:** Yes	
Partnership Level: Partnership level 6	**Manager's Partnership level: Partnership level 5**
Number of direct reports: 4-8	**Partnership level(s) of direct reports:** Partnership level 7 and Partnership level 8 and Partnership level 9

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

At the John Lewis Partnership we have created a successful Insights and Media offering. However, as the Retail Media industry is in growth, we are also looking to significantly grow our offering. Creating Insight & Media propositions which create WIN-WIN-WIN outcomes: (i) more engaging experiences for Customers, (ii) growth for JLP, and (iii) growth for suppliers.

As Marketing Activation Senior Manager within the John Lewis Retail Media team, you will lead the delivery of the annual calendar of initiatives which have been agreed with brands, as well as lead your team to deliver campaigns for all other brands. You and your team will work on developing dedicated campaigns for brands based on the sentiment of need and will activate these campaigns effectively, defining the brief and briefing into channels for activation. You will be working with the channels, and Category Marketing teams to coordinate branded participation in both tactical and seasonal campaigns. You will provide activation expertise to support continuously improving retail media client plans.

You will support the Media Sales & Planning team in sharing the performance of all Retail Media campaigns with Suppliers and back into the business, whilst utilising this information to inform next year's plans. You'll be a highly organised leader, adept in working with insight and customer segmentation, always with an eye on marketing channel effectiveness and driving outcomes for our clients.

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You will have a comprehensive understanding of and a passion for marketing, making use of a variety of marketing best practices to meet objectives set. You'll have strong commercial acumen, subject matter expertise, natural ability with insight and data and work well under-pressure, whilst leading your team to do the same. Your ability to influence stakeholders needs to be strong. You will be a collaborative and proactive campaign activation leadership team member, forming part of matrix business and marketing teams to create campaigns which are bigger than the sum of their parts.

Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential. In this role you also have the opportunity to develop, stretch and hold Partners in your team accountable to deliver great retail media funded campaign activation.

The Partnership supports agile and flexible working practices, such as when, where and how we work. We have several different ways to work flexibly, including part-time, flexible or compressed hours, and job sharing. Head office areas also support a blended working approach.

We celebrate diversity and inclusion in the John Lewis Partnership and we are committed to becoming the UK's most inclusive business, reflecting and connecting with the diverse communities that we serve.

Primary Outcomes & Accountabilities	Measures of success
• Lead and coach a high performing team who are competent at delivery, calm under pressure, keen to deliver continuous improvement, open to addressing challenges and support building team culture and morale • Lead the delivery of the annual calendar of retail media funded campaigns and surface the brand appetite for all JL campaign marketing activity. • Lead the delivery of defined elements within an overall marketing campaign to support the Media Sales team, including the definition of the marketing brief, the channel and media plan, message hierarchy, creative execution, all the way through to delivery of the campaign itself being on time and on budget. • Apply communication and influencing skills to work collaboratively with Category Marketing Heads of and Planners to elevate supplier participation in brand and seasonal campaigns • Monitor performance of the supplier funded campaigns and utilise your team to prepare PCA reports, working with the Retail Media Sales team to report performance back to suppliers and inform next year plans • Build meaningful and collaborative partnerships with key stakeholders; inspire, excite and motivate teams across the business. • Work to ensure the consistent implementation of activity across marketing, and work with implementation teams to enable effective delivery across other functions. Escalate risks and take decisive action to quickly resolve decision blockages; challenge where necessary.	• Partner engagement survey results highlight key successes and areas of focus and results are acted on over time to deliver positive shifts • Retail Media Campaigns delivered on time and within budget: brands are surfaced more holistically across our marketing moments • Key stakeholders (both internal and external) are fully engaged and supportive • Campaign briefs are developed using customer insight and within an agreed process and sign off procedure • Clear marketing campaign documents, based on a detailed understanding of the customer strategy, commercial performance and business opportunities • Identification of clear, measurable target in support of overall marketing strategy • Clear, documented plan that will enable effective delivery • 360 Feedback from Customer and Marketing Channels • Efficiency of Operational Execution • Stakeholder feedback on end to end process

• 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 your personal and professional development to achieve your potential, by doing more, doing better, or doing different. Continuously engage with and actively contribute to your Profession • Take responsibility for actively engaging with and leading change	

Skills	
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.
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.
Customer Centricity	Puts every customer, both internal and external, at the heart of everything, and understands the Partnership ambition to offer differentiated service that is aligned to our Values. Understands that they are empowered to deliver incredible service for every type of customer with whom they interact and acts on this every time in every environment.
Agile Approach	Appreciates and embraces change, addressing ambiguous or uncertain situations directly; easily adapts to changing circumstances/demands and helps others to accept the unknown.
Digital Awareness	Demonstrates an awareness and adoption of digital and social channels and technologies. Embraces new ways of working with them to support our customer ambitions and future proof our business. Is hungry and enthusiastic to learn more about the required skills in this area.

Qualifications & Experience (where applicable)
Essential • Proven experience of leading a high performing team • Significant experience in marketing campaign delivery within a retail or retail media environment • Relevant experience working with external suppliers or agencies to activate media • Proven experience of effectively servicing brands/clients in a marketing environment • Experience working with complex projects and influencing multiple Stakeholders at a senior level • Evidence in strong written and verbal communication • Experience in insight and analytics • Experience of delivering to tight deadlines and to great quality
Desirable • Further qualifications in marketing or business • Demonstrates a keen interest in changing trends in the retail media external landscape

Version	**Created/updated by**	**Date**
V.1	Jessica Clerke	16 May 2024
V2	Toni Mount	22 May 2026