JOHN LEWIS PARTNERSHIP | JOHN LEWIS | WAITROSE

Retail Media Marketing Activation Assistant

Core information

Location: London central office with hybrid working	**Line of Business or Shared Capability Area:** John Lewis
Reports to: Retail Media Marketing Activation Senior Manager or Retail Media Marketing Activation Manager	
People Management: No **Assignment Management:** No	
Partnership Level: Partnership level 9	**Manager's Partnership level: Partnership level 6 or 7**
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

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 Assistant, you will support the Marketing Activation Managers and Specialists, and the broader Retail Media Marketing Activation team to deliver the annual calendar of initiatives agreed with brands and develop dedicated campaigns for all our clients. This will include defining the brief and briefing into channels for activation. You will support the coordination of client participation in brand and seasonal campaigns.

You will assist the monitoring of the performance of your Retail Media campaigns, supporting the preparation of PCA reports to inform the Sales and Planning team conversations for the plans for the following year. You'll be organised, adept in working with insight and customer segmentation, always with an eye on marketing channel effectiveness and driving outcomes for our suppliers.

You will have a thorough 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, natural ability with insight and data and work well under-pressure. Your ability to deliver compelling presentations will be regularly used and you will be a collaborative and proactive team member, forming part of matrix business and marketing teams to create campaigns which are bigger than the sum of the parts.

Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your

potential.

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**
• Support the delivery of the annual calendar of initiatives for all brands with guidance from more senior Marketing Activation Partners • Support the delivery of defined elements within an overall marketing campaign, 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. This includes collating information from brands to get assets right first time. • Work with brand/ seasonal campaign teams to coordinate retail media participation in brand and seasonal campaigns • Monitor performance of the retail media funded campaigns and support the preparation of PCA reports. • Support relationship building with key stakeholders. • Work collaboratively across the business to ensure delivery of agreed milestones • Activate the proposition ensuring efficient delivery of capability • Report on the success of the activity and communicate this regularly. • 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	• Key stakeholders are fully engaged and support the marketing plan and associated objectives • Campaigns are delivered on time and within budget • Campaigns have clear objectives and campaign performance is measured and reported in a timely way • Campaign briefs are developed using customer insight, inputs from key stakeholders and agreed marketing processes are adhered to • Channel mix is optimised for each piece of activity • Activity delivered to budget and correct processes are established.

• Take responsibility for actively engaging with change honestly and frequently	

Skills	
Commerciality	Demonstrates an innate passion for and understanding of Retail. This includes knowledge of our competitors and the wider social, political and economic factors which impact our business. Understands the Partnership business model and our integrated objectives and uses this understanding to make well informed decisions that support key business objectives.
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.
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.
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.
Data analysis	Evaluates and analyses different types of complex data objectively and sees patterns and meaning to establish the key relevant facts. Uses this thinking to make credible recommendations to inform critical decision making.

Qualifications & Experience (where applicable)
Essential • Evidence of customer orientation, effective stakeholder management and planning and prioritisation • Evidence of competence in working in a fast moving environment • Experience working with projects and managing Stakeholders • Evidence in strong written and verbal communication • Experience in data, insight and analytics
Desirable • Relevant marketing campaign management experience • Experience in data, insight and analytics • Relevant experience supporting within a retail media environment • Further qualifications in marketing or business • Relevant experience working within the retail sector

Version	**Created/updated by**	**Date**

1.0	Rachel Wigmore	17.5.23
2.0	Jessica Clerke	28.5.24
3.0	Toni Mount	22.05.26