JOHN LEWIS PARTNERSHIP | JOHN LEWIS | WAITROSE

Job title: Retail Media Campaign Activation Specialist

Core information

Location: Bracknell head office	**Lines of business or shared capability area:** Waitrose
Reports to: Retail Media Marketing Activation Manager (WR)	
People Management: No **Assignment Management:** No	
Partnership Level: Partnership level 8	**Manager's Partnership level:** Partnership level 7
Number of direct reports: None	**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 and Waitrose, 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 a Campaign Activation Specialist within Waitrose Retail Media, you will be the key operational expert responsible for the flawless execution and timely delivery of paid media initiatives.

You will be responsible for a dedicated activation channel, acting as the central liaison for all client campaigns running through it. Your primary focus will be on managing the complete end-to-end process for activations, ensuring accurate briefing and meticulous coordination of assets and schedules. This includes:

- Gathering and compiling necessary information directly from clients to accurately prepare and translate campaign requirements into precise channel briefs, ensuring all specifications are met
- Managing the end-to-end artwork lifecycle: adhering to pre-agreed Service Level Agreements (SLAs) for delivery, coordinating supplier sign-off, managing amends with the channel, and ensuring final artwork approval before go-live.
- Proactively managing deadlines and ensuring all activations successfully launch, followed by the delivery of accurate proof of execution to stakeholders.

You will be highly detail-oriented, with a proven ability to manage multiple tight deadlines in a busy, fast-paced environment. Success in this role requires strong communication skills to efficiently liaise with both internal Media Managers (communicating new opportunities and booking deadlines) and external clients (answering queries and securing approvals). An interest in the retail environment and media execution would be an advantage.

Primary Outcomes & Accountabilities	Measures of success
Gather and compile all necessary information directly from clients to accurately prepare and translate campaign requirements into precise channel briefs.	Campaign briefs are developed with accuracy and based on fully compiled client requirements, meeting agreed deadlines.
Manage the complete end-to-end execution of bookings within the dedicated channel, ensuring all activities go live on time.	Campaigns are delivered on time, within budget, and adhere strictly to pre-agreed Channel Service Level Agreements (SLAs).
Oversee the end-to-end artwork lifecycle, including coordinating client sign-off, liaising with the channel for amends, and securing final approval before go-live schedules.	Artwork approval is secured from suppliers ahead of scheduled go-live dates, and proof of execution is delivered in a timely way.
Build and maintain collaborative partnerships with internal Media Managers, external clients, and channel teams to facilitate smooth, risk-mitigated delivery. This includes communicating new opportunities and booking deadlines to Media Managers.	Key stakeholders are fully engaged and support the media plan and associated objectives.
Monitor the performance of client-funded campaigns and manage the preparation of reports to help inform future planning conversations.	Campaign performance reports are delivered by the channel and reported to both Media Managers and clients in a timely way, contributing directly to future planning discussions.
Behaves in line with the Partnership's purpose and democratic principles, promotes co-ownership to customers and each other that we're a better way of doing business. Shares knowledge, experiences, ideas and opinions to improve the Partnership, speaking honestly and frequently. Invests 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 line of business or shared capability. Takes responsibility for actively engaging with change.	

Skills	
Stakeholder management	Identifies key stakeholders, their motivations and priorities, and considers these when building and managing relationships. Anticipates stakeholder challenges and proactively plans for these, displaying strong communication
Personal resilience	Works through tough and overtly challenging circumstances, with a keen understanding of self in order to move forward in a positive manner, especially in the constantly changing workplace. Accepts both developmental and reinforcing feedback at personal and business level in the spirit of moving forward. Understands own signs of stress and is able to put measures in place to deal with these.
Outcome focus	Persists in the face of obstacles and overcomes barriers that arise, keeping focus on the desired outcome
Agile learning	Adapts through continuous experiential learning, taking personal responsibility for own development and learning from mistakes
Agile approach	Able to easily adapt according to circumstance and change approach as required

Qualifications & Experience (where applicable)
Essential • Proven experience in end-to-end media campaign execution and coordination • Demonstrated ability to manage multiple deadlines, prioritise competing tasks effectively and adhere strictly to Service Level Agreements • Proven proficiency with Google Suite • Strong communication and liaison skills
Desirable • Relevant experience working within a Retail Media environment or a comparable execution-focussed media role • Relevant experience working with the retail sector • Experience using Salesforce software • Understanding of Instore Point of Sale

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