JOHN LEWIS PARTNERSHIP | JOHN LEWIS | WAITROSE

Job title: Discovery Content Senior Executive

Core information

Location: London head office	**Lines of business or shared capability area:** John Lewis Customer
Reports to: Discovery Content Manager	
People Management: No **Assignment Management:** No	
Partnership Level: Partnership level 8	**Manager's Partnership level:** Partnership level 6
Number of direct reports: n/a	**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

The Discovery Content Senior Executive plays a pivotal role in driving the organic visibility and discoverability of John Lewis during both our most critical commercial moments and sudden cultural trends. Reporting to the Discovery Content Manager, this role takes autonomous ownership of search and discovery strategies across seasonal events, key brand launches, and core commercial categories. This is a uniquely dynamic position that requires equal focus on the long horizon and the immediate here and now. You will seamlessly balance an 18-month planning calendar with the agility to capture real-time, fast-moving search trends as they happen.

Rather than writing the final copy, you are the strategic architect behind the content You will ensure our digital footprint is perfectly positioned to capture customer intent across both traditional search engines (SEO) and emerging AI discovery landscapes (GEO/AEO). You will translate customer trends and user needs into high-impact content plans and briefs that command authority. As a Partner in our employee-owned business, you will collaborate extensively across the Discovery team and with major cross-functional stakeholders, ensuring that our collective efforts deliver a seamless, inspiring, and market-leading shopping experience that supports our shared purpose: Working in Partnership for a happier world.

Primary Outcomes & Accountabilities	Measures of success
• **Strategic Campaign & 18-Month Integration:** Autonomously map and integrate discovery	• Campaign & Category Growth: Measurable increases in organic traffic, market share, and revenue for

opportunities into the long-term commercial calendar, ensuring seasonal events, brand moments, and new brand launches are optimised for maximum organic impact well ahead of time.

- **Real-Time Trend Hijacking & Agility:** Actively monitor immediate, short-term trends, viral social media moments, and breaking consumer interests. Swiftly capitalise on these insights by creating and deploying next-day content plans and briefs to capture sudden spikes in search and discovery demand.
- **Content Architecture & Briefing:** Build comprehensive, data-led content plans and high-quality briefs for writers and creative teams. Focus specifically on commissioning information gain content that genuinely answers high-intent queries and establishes John Lewis as an authoritative digital entity.
- **Multi-Platform Search Strategy (SEO & GEO/AEO):** Ensure all content plans optimise for traditional search ecosystems as well as AI-driven discovery environments (Answer Engine Optimisation / LLM Citations, Circle to Search, etc.), future-proofing our brand visibility.
- **Site Structure & Taxonomy Consultation:** Collaborate on defining and refining site structures and navigation taxonomy to ensure commercial categories are easily crawled, indexed, and surfaced for relevant user searches.
- **Off-Site Entity Building:** Support off-site strategies by identifying opportunities to secure brand mentions and citations in high-authority, third-party sources, reinforcing our domain authority.
- **Cross-Functional Stakeholder Management:** Act as the primary discovery partner to key internal teams, including Product Information, Site Effectiveness, Content & Creative, Brand, Planning, and Social, ensuring search insights actively shape their outputs.
- **Partnership Contribution:** Actively engage with our democratic culture, taking shared responsibility for team wellbeing, collaborative success, and

assigned commercial categories, seasonal events, and brands.

- Reactive Agility & Speed-to-Market: Demonstrable success in capturing short-term search spikes, measured by the speed of turning a live social/search trend into an active, high-performing digital asset.
- AI & Search Footprint: Increased share of voice and visibility within both traditional SERPs and emerging generative AI response engines (GEO/AEO benchmarks).
- Briefing Excellence & Efficiency: Timely delivery of highly actionable, data-backed content plans to Content & Creative teams, resulting in high-performing landing pages and editorial features.
- Authority Generation: Successful deployment of "information gain" content assets that secure top-tier rankings and high-intent customer engagement.

ensuring business decisions align with our ethical principles.	

Skills

- **Strategic & Reactive Content Planning:** Outstanding ability to turn both historical data and sudden, real-time search trends into structured, inspiring content pillars and rapid-response briefs.
- **Trend & User Need Identification:** Highly proficient in extracting shifting customer behaviours and intent from complex market datasets, news cycles, and social media platforms.
- **Agile Execution:** A high degree of professional nimbleness; comfortable pivoting priorities instantly to weave today's trends into tomorrow's digital outputs.
- **AI & Next-Gen Search Literacy:** A strong conceptual and practical understanding of how Generative Engine Optimisation (GEO) and Answer Engine Optimisation (AEO) differ from traditional SEO.
- **Collaborative Influencing:** Excellent communication skills, with the ability to advocate for fast-turnaround discovery best practices among creative, brand, and commercial stakeholders.

Qualifications & Experience (where applicable)

Essential

- Proven experience in an SEO, digital content strategy, or organic performance marketing role, ideally within a fast-paced retail or e-commerce environment.
- Extensive experience building audience-led content plans, search matrices, and creative briefs.
- High proficiency with standard search research and real-time measurement tools (e.g., Google Trends, Semrush, Ahrefs, Google Search Console, GA4).
- Proven track record of executing reactive digital content strategies or trend-jacking initiatives with a short turnaround time.
- Clear understanding of search intent, topical authority, and the principles of E-E-A-T and information gain content.

Desirable

- Direct experience aligning digital search strategies with a long-term brand or marketing planning cycle alongside real-time agile workflows.
- Experience collaborating closely with Social Media and PR teams to sync organic search strategies with viral social trends.
- Early-adopter experience experimenting with or tracking visibility inside AI search tools and LLMs (e.g., ChatGPT Search, Perplexity, Google Gemini/AI Overviews).

Version	Created/updated by	Date