

Retail Media Marketing Activation Specialist

Core information

Location: London Central Office with hybrid working	Line of Business or Shared Capability Area: John Lewis
Reports to: Retail Media Activation Manager	
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 & 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

Retail Media has been identified as a key enabler of profit growth across JLP and is a priority for the Partnership. We are at the start of an exciting transformation journey to evolve our capability in this space in order to help deliver more personalised experiences to delight our customers and create compelling and impactful Retail Media propositions for our branded partners.

As Marketing Activation Specialist within Retail Media, you will support the excellent delivery of the annual calendar of initiatives which have been agreed with brands. You will work on developing dedicated campaigns for all clients, defining the brief for these brands and briefing into channels for activation. You will be supporting the coordination of retail media participation in brand and seasonal campaigns with the Brand / Seasonal campaign teams. You will provide activation expert support to continuously improve retail media client plans.

You will monitor the performance of your retail media funded campaigns, managing the preparation of PCA reports to inform Retail Media Sales and Planning team conversations for the plans for the following year. You'll be highly 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 comprehensive understanding of and a passion for marketing, making use of a variety of marketing best



practice to meet objectives set. You'll have strong commercial acumen, natural ability with insight and data, strong communication skills to guide and influence others, 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 with a strong impact within the Campaign Activation team and across the matrixed 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
<ul style="list-style-type: none">• Support the delivery of the annual calendar of initiatives for all other brands• Manage 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.• Work with brand/ seasonal campaign teams to coordinate supplier participation in brand and seasonal campaigns• Monitor performance of the supplier funded campaigns and manage the preparation of PCA reports.• Build meaningful 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• 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	<ul style="list-style-type: none">• 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.

- 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 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 Driven Innovation	Explores possibilities with enthusiasm and acts on instinct to generate well formed ideas and understands how new concepts, theories and ideas fit in with future direction and business objectives. As a result, this develops new objectives and initiatives for the business.
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 - Complex 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

- Relevant experience in marketing campaign management
- Evidence of customer orientation, effective stakeholder management and planning and prioritisation
- Experience working with projects and managing Stakeholders
- Evidence in strong written and verbal communication
- Experience interpreting data for insights using data visualisation tools, such as Tableau

Desirable

- Further qualifications in marketing or business
- Experience working in a Retail Media environment
- 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