

HEAD OF BRANCH (JL)/ BRANCH MANAGER (JL/WR)

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| Location: Based in one of our John Lewis or Waitrose shops | Profession: Customer Service |
| Reports to: Head of Retail/ Regional Manager | |
| People Management: Deputy Branch Manager/ Team Manager/ Brand Experience Manager Assignment Management: N/A | |
| Role description (critical purpose) As one of our shop leaders you will ensure that every customer that visits or interacts with your shop, has an exceptional service experience, through the creation of a seamless customer shopping journey. You will be an outstanding specialist in people and will lead, inspire and develop your Partners, enabling each of them to reach their full potential. You will maximise every sales opportunity and commercial result through exemplary leadership, optimising profit and the operational success of your shop. | |
| Role principles 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. 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. To act in accordance with the Partnership's Constitution to ensure the success of the Partnership through a better way of doing business. | |
| Primary Outcomes & Accountabilities You will lead the delivery of a world class customer shopping experience, ensuring that Partners deliver excellent retail standards and that customers have a positive experience at every touchpoint. You will ensure that the brand presentation ambition is executed and that the brand vision and standards for service, services & third party operations are achieved. You will be an ambassador for the Partnership and its values through exceptional communication and engagement with your customers, local business groups and community leaders. You will ensure that brand awareness is optimised, that customers experience the brand through multiple channels and that the brand has a positive impact on its trading environment. You will create the conditions for all Partners to thrive, make their best contribution and achieve their potential. You will recruit and develop a diverse Partner team for your shop which is reflective of the community in which you trade. You will be responsible for creating a culture of belonging within your shop. You will coach and mentor your leadership team to be outstanding specialists in people. You will invest in your personal and professional development to achieve your potential, by doing more, doing better, or doing | Measures of success Customer satisfaction measures Key commercial targets Safe and legal trading KPIs Partner satisfaction measures Partner lifecycle KPIs Active talent pipeline in place Democratic Vitality Stakeholder and 360° feedback |

different

You will create a culture that drives overall customer service and commercial performance through ensuring your Partners receive relevant training, development and coaching.

You are accountable for and will enable the right conditions (space, culture and environment) for democratic vitality to thrive in your shop, assuring the voice of Partners is heard and acted upon. You will share your knowledge, experiences, ideas and opinion to improve the Partnership, speaking honestly and ensuring democratic vitality is thriving and vibrant, whilst encouraging your team to do the same.

You will be accountable for leading the delivery of the Partnership Diversity & Inclusion strategy for your shop. You will ensure the health and wellbeing of Partners so they can be themselves in a safe and inclusive environment.

You will lead the optimisation of the commercial performance of the shop, including third party operations, driving the overall sales performance, cost efficiency & productivity and ensuring all metrics are achieved. You will demonstrate good knowledge of the end-to-end processes for the shop format you lead, ensuring your team are experts on the processes in their delegated areas.

You will understand your customer, sales, profit and Partner data to enable you to prepare for, lead and execute plans and activity to cover all aspects of the shop operation, including major trading peaks, business planning and financial targets.

You will lead the operational performance of your shop to ensure legal compliance, a safe trading environment and operational procedures are achieved and optimised. You will deliver operational and commercial success through leading and engaging People Managers and Partners to deliver and embed change consistently and effectively.

You will ensure the voice of the customer and Partner is incorporated into the development of future plans, propositions and ideas so that shop developments have operational insight and customers at the heart of their creation.

Skills

Trust Based Leadership

Is approachable and creates an environment where trust is actively built between Partners so they can work more effectively together, including offering positive challenge in a no reprisal environment. Role models an understanding of what's "behind the badge" with all Partners and is prepared to put self out there to do this. Is sensitive to the diverse needs and cultural differences of individuals in the team. Actively promotes equality, diversity and respect for all as core values.

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

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| | <p>that support key business objectives</p> <p><i>Drive your teams to meet or exceed sales, profit and service targets and to achieve the highest standards of customer service and shop keeping. Energise and inspire Partners in your shop, encouraging them to try new things and not to be afraid to fail and learn from them.</i></p> <p><i>Work with the Performance Delivery Unit to develop plans to improve the performance of your shop and leverage a head office network to influence propositions and assortments to support trade in your shop.</i></p> |
| Optimisation/Continuous Improvement | Thinks boldly and sees issues and opportunities from all angles and multiple perspectives, even the unprecedented to draw out meaning and connections and make recommendations to adjust strategy and outcomes as a result. Generates a number of workable options and overcomes barriers to finding solutions. |
| Business Strategy | Thinks for the long term whilst making sense of the current climate. Cuts through any issues in order to reach the defined goal and ensures continued alignment to current business objectives. Puts these strategies in place for peers and team and in doing so, creates a culture where everyone contributes. |
| Customer Centricity | <p>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.</p> <p><i>Look for opportunities to improve the Partnership customer experience and actively provide Partner and customer feedback to the Performance Delivery Unit and Head of Retail to influence local decisions.</i></p> <p><i>Use all available insight to understand your local customer to enable an experience that meets their needs and ensure that insight is available to Partners in your shop.</i></p> |

The six Assessment Criteria for Resourcing most relevant to this role are:

- Customer & Performance Focus
- Empowered Partner
- Planning & Delivering Excellence
- Agility & Resilience
- Unlocking Potential
- Communicating & Influencing

Qualifications & Experience**Essential**

- Experience in a fast paced customer centric leadership role, responsible for large teams and unit performance metrics.
- A proven track record as a specialist in people and driving a culture of empowerment with large teams.
- A proven track record of successful identification and delivery of commercial opportunities and outcomes.
- Duty trained
- Personal Licence Holder - WR
- Intermediate Food Hygiene - WR
- D&G trained (inc. Independent Notetaker)

- Hiring Manager trained
- Customer Service Lead trained
- Regulatory Compliance Management (as required)

Desirable

- Digital capability
- Intermediate Food Hygiene - JL

| <i>Version</i> | <i>Created/updated by</i> | <i>Date</i> |
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| <i>Ready to publish</i> | <i>OD</i> | <i>6th July 2021</i> |
| <i>Ready to publish</i> | <i>Carolyn Ringer</i> | <i>9th July 2021</i> |

APPENDIX DOCUMENT: **INTERNAL USE REQUIREMENTS ONLY** for People teams

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| Partnership Level: xx |
| Manager's Partnership level: xx |
| Job Family Group: |
| Job Family: |
| Pay range/Compensation Grade Profile: |

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| Vetting required? (Yes or No) <ul style="list-style-type: none">• xx |
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