

Purpose: To lead the Society's partnerships programme, creating and delivering new propositions to benefit the Member & customer experience in a financially sustainable and meaningful way in alignment to the Society's purpose and values, including owning the quick commerce channels driving online sales growth, reaching new customers.

- **Reporting To:** Head of Membership Brand & Marketing
- **Essential skills and experience:** Experienced leader with a background in B2B sales and/or account management/supplier relations. Must have experience in contract writing and strong negotiation skills. Excellent written and verbal communication. Stakeholder management. Presentation skills. A self-starter who can actively seek new business opportunities and model their potential.
- **Qualifications:** Business degree (or similar)

We make a *difference* to Members & customers

✓ Area of responsibility:

- Use Insight to stay up to date on trends to lead the forward agenda on new propositions and services in Food stores that meet Member and customer needs – working with Operational, Commercial, Finance and Facilities teams to deliver.

✓ Measures of success:

- Member & customer engagement with services

We're *better* every day

✓ Area of responsibility:

- Own the relationships with digital channels, including quick commerce partners to deliver targeted growth.
- Lead the partnerships programme, through outreach and networking to develop a partnerships strategy that adds value to Membership and deliver this through appropriate governance and ongoing supplier relationship management.

✓ Measures of success:

- Quick commerce sales
- Onboarding of new partners
- Stakeholder feedback
- Income generation from partnerships

We're a *caring* community

✓ Area of responsibility:

- Developing partnerships and propositions to drive appeal amongst young people (under 25s)
- Identify, and develop partnerships within existing Society networks of community groups to develop meaningful benefits to stores (eg repair networks, art exhibits, pop up shops)

✓ Measures of success:

- Growth in young Member sign ups

We work together with *purpose*

✓ Area of responsibility:

- Generate supplier income through maximising selling opportunities aligned to brand guidelines in food stores and across marketing channels – mentoring the Retail Media Specialist to deliver budgeted income.
- Partner the wider Membership, Brand & Marketing team to successfully implement and market new partnerships and propositions

✓ Measures of success:

- Delivery of supplier income budget for partnerships and propositions