

Senior Strategic Planning Manager

Society Division:	Food
Society Reporting Unit:	Commercial Team
Location:	Lichfield/Warwick
Reports to (job title):	Head of Commercial
Number of direct reports:	1
Number of in-direct reports:	0
Budget / Revenue Responsibility:	Drive Trade activity, promotional planning and activation excellence
Key Stakeholders:	Head of Commercial, Trading, Ranging, Pricing, Supply Chain, Marketing, Store Operations, E/Q Commerce
Date of Job Description:	29.04.26

Role Purpose:

Own, develop and bring to life the Value Strategy for Food, focusing on the trade and promotional activation strategy across Our Coop Food business, using customer insight and data to create clear, joined up plans with category, marketing, supply chain, membership and media teams, ensuring we consistently showcase our value and coop difference for our customers and members.

Role Responsibilities:

- Own the end-to-end planning of a rolling 18month trade and activation plan, including the delivery of key trading events, aligned to commercial targets, category roles and Value Strategy
- Develop and execute event strategies that drive incremental sales, margin, and customer engagement.
- Influence and engage senior stakeholders across food to ensure the customer is at the heart of decision making, continuously balancing commercial and customer outcomes.
- Build detailed seasonal and event plans, including timelines, product focus, pricing, promotional mechanics, and activation strategy.
- Ensure events are supported by clear, compelling customer propositions across in-store and digital channels.
- Work with Supply Chain to ensure availability, stock readiness, and smooth execution of event activity.
- Collaborate alongside Marketing and Media teams to deliver impactful campaigns, including in-store, digital, and social activation.
- Monitor event performance in-flight, identifying risks and opportunities and taking corrective action where required.

- Lead post-event reviews, capturing insight and learnings to improve future performance.
- Support the coordination of the wider trading calendar, ensuring key activities are aligned and delivered on time.
- Act as a central point of coordination across stakeholders, ensuring clear communication and accountability, including supporting central operations and internal comms teams to align our colleagues to a clear, quarterly activation plan.
- Occasionally situations may arise where other duties or tasks may be required as reasonably requested by the Society.

Skills & Experience:

Essential Skills

- Excellent communication skills
- Teamwork and collaboration
- Time management and organisation
- Ability to think strategically, seeing the bigger picture.
- Commercial acumen

Desired Skills

- Ability to digest complex data sources and use these to challenge the status quo.
- Strong relationship building skills with confidence to influence and challenge with positivity.

Essential Experience

- Ability to bring ideas to life in a way that's engaging and easy to understand.
- Deep understanding of all the key roles in retail across customer, proposition and commercial.
- Experience of leading strategic change within retail.

Desired Experience

- Category management expertise
- Retail media – understanding how to create value for customers and suppliers.
- Project management experience where quarterly events are managed as project plans.