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| Brand Manager |
| Brand |
| Nest Experience |
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# Organisational overview

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| Nest is a great government delivery success story. Established in 2010, Nest has been a critical pillar of the government’s automatic enrolment programme, with a public service obligation (PSO) to accept any employer wishing to use the scheme to discharge their automatic enrolment duties. From a standing start, we have delivered a high quality, low cost pension scheme, open to all, which has not only delivered on its mission, but helped to drive up standards and best practice across the industry. Now with over 12 million members, Nest is playing a critical role in helping people save for their retirement many of them low to moderate earners who may be saving for the first time and moving jobs frequently. Nest now occupies a place in the market as a major Master Trust, a sector that has grown following the introduction of automatic enrolment and that we believe has great potential for delivering pensions to mass market consumers for many years to come, leveraging scale to offer low cost, modernised services in the context of strong Trustee governance. To best serve our diverse customer base, it’s important that Nest has an equally diverse workforce and promotes an inclusive culture. This is in line with the organisation’s values and ensures that Nest is a corporation fit for the future.Directorate overviewThe Nest Experience directorate is responsible for developing and evolving the propositions for our customers, for the service and experience that they enjoy and working with our delivery partners to ensure their data and assets are kept safe. This includes: * Definition of our customer strategies
* Developing, maintaining and evolving our customer value propositions
* The brand and marketing of Nest to our customers
* The design of the service experience our customers enjoy across all channels
* Working with our partner, TCS, to deliver a service that delights our customers and keeps their data and assets safe
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# The role

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| We are seeking an Brand Manager to join our newly formed Brand, Marketing and Communications team. This role will be contribute to building Nest’s brand, helping to develop our integrated brand-building campaign and embedding our brand strategy across the organisation.It will work closely with our roster of agency partners, as well as in house creative and insight teams to ensure our brand activity is insight led, high quality and delivered on time.Working closely with other members of the Brand and Marketing team, the role will be responsible for the day to day management of brand campaign activity, as well as supporting the development and roll out of brand across the organisation, helping to empower everyone to take ownership and pride in the Nest brand. |

# Scope and deliverables

## Accountability

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| * Manage brand campaigns and projects end to end, from gathering requirements through to final evaluation:
	+ Develop project plans and ensure all activities are delivered on time.
	+ Write briefs and oversee the creative development process with internal teams and external agencies.
	+ Ensure marketing materials are accurate and manage legal and compliance approvals for all brand marketing materials.
	+ Develop approval and stakeholder engagement plans and produce appropriate stakeholder communications for brand projects
	+ Develop evaluation frameworks and manage the data gathering, analysis and presentation of results
* Work with colleagues in our DACI team to develop insight and evaluate brand initiatives effectively.
* Competitor monitoring through the lens of brand and marketing, ensuring we stay abreast of all key competitor activity and contributing to the org-wide view of competitor activity.
* Maintain documentation of all trademarked intellectual property related to our brand
* Lead the org-wide roll out of brand strategy
* Develop and manage a Brand Partner programme​
* Develop and manage induction and other internal engagement programmes​ for brand
* Lead the implementation of the brand through the customer journey
* Partner with our data, analytics and customer insight team (DACI) on-going brand insight needs e.g. distinctive asset testing​
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## Deliverables

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| * Compelling, accurate, on time brand campaign activity
* Reporting and evaluation of brand campaigns and brand health over time
* Internal brand engagement materials and processes that lead to the effective embedding of brand across the organisation
* Regular competitor brand and marketing activity reports.
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## Relationships and autonomy

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| * Reports to the Head of Brand
* Key relationships: Creative teams, Member Marketing team, B2B Marketing team, Integrated Planning team, PR & Social teams.
* Works in collaboration with the rest of the Nest Experience and wider Nest teams
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# Role requirements

## Experience and technical skills

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| The employee will be able to demonstrate the following experience and technical skills: * + Experience of managing campaigns across paid, earned, shared and owned media channels
	+ Evidence of working effectively with agencies
	+ Experience of highly collaborative working
	+ Experience of embedding brand and leading colleagues across an organisation to become brand ambassadors
	+ Experience of finance processes and managing budgets
	+ Financial services experience would be an advantage, but not essential.
	+ Experience of working with in-house creative teams is desirable but not essential.
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## Personal attributes

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| The role will require someone with the following personal attributes: * + Strong interpersonal skills
	+ An approach of collaboration and partnership
	+ A creative and open mindset
	+ Resilient and adaptable if plans change
	+ Comfortable moving between the big picture and the details
	+ Growth mindset

 Education, qualification and professional membership requirements:* Degree-level education or equivalent experience
* Professional marketing qualifications such as MBA or CIM are desirable but not essential
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## Differentiators

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| * This is a chance to play a key role in the transformation of the brand of a purpose-led organisation and improve retirement outcomes for millions of people.
* This is a new team - you’ll have the chance to help shape it and be an integral part of an ambitious brand launch
* You’ll get involved in all aspects of developing and launching a brand so the opportunity for growth and development is really unique.
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