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| Senior Marketing Partner |
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| Nest Experience |
| **Grade:** 2T |

# Organisational overview

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 13 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.

# Departmental/Directorate overview

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| The 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 |

# The role

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| Working closely with the Head of Marketing, the Senior Marketing Partner will help define and execute a forward-thinking marketing strategy that supports long-term business objectives.  They will lead the strategic development and positioning of new propositions, ensuring they are insight-led, resonate with target audiences, and clearly differentiate the brand. Collaborating with the Senior Marketing Partners they will ensure impactful, integrated proposition launches.  A collegiate and collaborative working style will be essential, as this role will be working in partnership with our Member and B2B Proposition teams, In-Life Growth and Retention teams, Account Management and Partnership teams, together with a broad range of cross-functional teams, including Data and Insights, Experience and Operations, to ensure a holistic approach to member retention and growth.  The Senior Marketing Partner will also drive key marketing initiatives and lead cross-functional projects, fostering alignment and collaboration. They will integrate our new brand strategy and platform through our communications channels to improve engagement and trust in the Nest brand.  A strong focus on performance and impact is essential, using insights to continuously refine strategies, create business cases for new initiatives, and improve outcomes.  We are looking for a versatile, strategically minded and highly organised individual to take on this role. |

# Scope and deliverables

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| Accountability |
| * Shape and deliver a forward-thinking marketing strategy, working with the HOM, aligned with long-term business goals. Act as a trusted advisor to senior stakeholders, providing strategic counsel and marketing expertise. Translate strategic objectives into actionable marketing plans that drive brand growth, customer engagement, and commercial performance. * Define clear proposition positioning that resonates with target audiences and differentiates the brand in a competitive landscape. Work with cross-functional teams to validate and evolve positioning through research, testing, and feedback loops. * Collaborate with other Senior Marketing Partners to plan high-impact, integrated go-to-market campaigns. Communicate complex marketing plans and performance results in a clear, compelling manner. * Lead key marketing initiatives and cross-functional projects from concept to delivery. Ensure clear project governance, timelines, and stakeholder engagement. Develop compelling business cases for change and investment as appropriate. Drive alignment across departments to ensure cohesive execution and shared success metrics. * Integrate our new brand strategy and platform through our communications channels to improve engagement and trust in the Nest brand. * Work closely with internal teams—including Member and B2B Proposition, In-Life Growth and Retention, Data and Insights, Account Management and Partnerships, Experience, Operations, Brand, Marketing, Communications, and Creative—to ensure an integrated approach to engagement and retention that meets business objectives and drives a unified experience. * Use data-driven insights to continuously refine strategies, optimise performance, and achieve targeted business outcomes. * Act as a marketing ambassador internally, effectively communicating plans, updates, and results to the Head of Marketing and other key stakeholders. * Develop, implement, measure and improve marketing activity that supports NEST’s objectives including improving trust building initiatives. * Liaise with internal stakeholders, external strategic partner, in-house creative function and external agencies and suppliers to deliver marketing initiatives. * Create and deliver clear, concise and targeted briefs for internal and external teams and agencies * Track expenditure and report ROI for all marketing activity routinely recommending improvements * Fully understand the Data Protection Act, GDPR, TPR regulations and other relevant legislation – how these impact NEST and apply NEST policies in all marketing material * Uphold the organisation’s values and champion diversity, equity, and inclusion in all marketing activity. |

## Deliverables

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| * Comprehensive strategy outlining the development and positioning of new propositions, grounded in audience insights and market research, including differentiation strategy and go-to-market approach * Demonstrable application of the new brand strategy and platform across marketing communications, ensuring consistency and alignment, including messaging frameworks and channel specific adaptations to engage varied audiences. * Integrated communications strategy across B2B and Member audiences, developed with Senior Marketing Partners which presents a cohesive and connected Nest brand. * High impact engaging content that brings our propositions to life and resonates with our target segments. * Omnichannel campaign plans, campaign messaging and campaign assets. * Communications performance dashboard and regular reporting, including campaign performance reports, to ensure a continual learning loop. * Internal engagement activities on team projects, including staff presentations and internal exhibitions |

## Relationships and autonomy

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| * Reporting into a Head of Marketing * Will regularly interact with Directors and Heads of * Key relationships with:   + Member Proposition Director   + B2B Proposition Director   + Head of Member In Life Growth and Retention and their team   + Head of Member Proposition and their team   + Head of Account Management and their team   + Head of Strategic Partnerships and their team   + Director of Customer Experience and the Product Managers and UX Designer in their team   + Service Delivery – Nest and TCS teams   + Brand, Marketing, Communications and Creative colleagues – all levels   + DACI   + Third party agencies, GC, Information Security and Compliance to ensure that legal and regulatory requirements are met in the development of member communications. |

# Role requirements

## Experience and technical skills

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| * Proven commercial marketing experience preferably in a regulated environment * Experience in building successful marketing strategies and taking new propositions to market * Clear strategic thinker who can translate customer/brand insight into strategies * Ability to understand customer data and translate information into actionable insights * Deep experience of planning integrated campaigns across B2B and B2C channels * Management of creative, content and media agencies * Full measurement of multi-channel activity and reporting on ROI * Understanding of target audiences and use of CRM methodology * Working knowledge of marketing research techniques, including customer segmentation * Strong stakeholder management skills, ability to influence and garner support from both peers and senior stakeholders |

## Personal attributes

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| * Proactive with an ability to work autonomously or within a team * Ability to coach and lead other members of the team. * Exceptional analytical skills and logical thinking * Exceptional organisational and time management skills * Exceptional written, presentation and verbal communication skills * Strong communicator who can influence at all levels * Tenacity to overcome obstacles and barriers and a high level of self confidence * Excellent internal/ external stakeholder management * Energy and enthusiasm * Flexible, ability to embrace change, and work with uncertainty |

## Education, qualification and professional membership requirements

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| * Degree level education or equivalent experience * Highly numerate and creative with strong analytical skills * Either CIM qualified or equivalent experience |

## Differentiators

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| NEST has a unique culture due to its position of operating as a not-for-profit in a predominantly private sector industry whilst being funded by government. This leads to a high level of scrutiny, reporting and collaborative decision making.  NEST is a relatively young organisation and many of the marketing challenges are related to transforming our business processes from that of a start up to that of a more established operation. For these reasons it is important that holders of this role are comfortable working in uncertainty and attempting to change and alter previous legacy issues.  NEST is part of the largest behavioural economics and social change policy to be implemented in a long time. This context provides a once-in-a-lifetime opportunity to be part of an exciting marketing challenge - positioning a digital self-serve pension scheme in an environment dominated by traditional players and some ‘me too’ brands to provide a ‘public service’ while ensuring commercial sustainability for the business in the long-term. |

## Working pattern

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| Monday – Friday, 09:00 – 17:30 |

## Grade Descriptor

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| 2M - Establishes operational plans with measurable contribution towards the achievement of results of the Function. |

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| Nest Corporation  10 South Colonnade  Canary Wharf  London, E14 4PZ  [nestpensions.org.uk](https://www.nestpensions.org.uk/schemeweb/nest.html)  **If you have any difficulty in sending your application or need the application pack in an alternative format, please contact careers@nestcorporation.org.uk.** |  |