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| Head of Member Propositions & Acquisitions |
| Member Propositions |
| Next Experience |
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| **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 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 overview**  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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| The Head of Member Propositions & Acquisitions will lead the development, delivery and management of Nest's Member value propositions, focusing on the needs of its diverse member base. The role will oversee the strategy, creation, and ongoing management of Member propositions, ensuring they align with Nest’s Purpose, Values and broader strategy. It will also lead on acquisition for key segments, specifically, the self-employed. Working closely with senior leadership, it will lead a team of Proposition Managers to ensure the successful delivery and optimisation of new and existing propositions. |

# Scope and deliverables

## Accountability

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| * Accountable for defining and leading the Member proposition strategies in line with Nest’s objectives * To lead the Member Proposition Management team to meet key Member KPIs through the provision of propositional developments and the identification (and reaction to) risks and opportunities. * Achieved by blending the creativity needed to identify and achieve unique propositions for Nest with a highly developed sense of commerciality. * Identify, develop, and launch innovative and appropriate propositions tailored to different Member segments, working with colleagues across NX and the wider business to ensure their successful implementation * Manage the commercial cases for proposition development and management, ensuring ROI is achieved. Make resource and prioritisation decisions based on the commercial and strategic importance of each proposition * Set and monitor KPIs to measure the effectiveness and success of propositions, adjusting as needed to ensure continued relevance and impact. * To actively participate as a senior leader within the Member team |

## Deliverables

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| **Strategy Development & Delivery:**   * Define and lead the Member proposition strategy in line with Nest’s objectives for Member acquisition, engagement, retention, and growth. * Identify, develop, and launch compelling, resilient innovative propositions, using the full marketing mix (product, price, take to market etc.) tailored to different Member cohorts * Blend the creativity needed to identify and achieve unique propositions for Nest with highly developed sense of commerciality   **Leadership & Team Management:**   * With the Member Propositions Director, lead the business on what Nest Members need now and next to meet Nest’s Purpose of delivering financial peace of mind for all * Lead and mentor a team of Proposition Managers, fostering a constant high-performance culture that delivers satisfying careers as well as business objectives * Ensure the team is aligned with the wider business strategy and has the tools, resources, and support necessary to succeed in delivering customer initiatives   **Collaboration & Stakeholder Management:**   * Engage with key internal stakeholders and external partners to inform and optimise proposition development and delivery * Work closely with B2B counterpart to ensure efficiencies and ‘one voice’ to the market * Represent Member Propositions in governance forums, including the Customer Committee and Member Panel and at relevant external industry forums   **Commercial, Market & Customer Insights:**   * Be Nest’s strongest advocate for Members, leading on customer closeness initiatives and taking the opportunity to ensure everyone at Nest understands its member differences, needs, aspirations etc. * Utilise market, customer, financial, and operational insights to identify opportunities for new proposition development or optimisation of existing propositions.   **Financial & Performance Accountability:**   * Lead on annual planning process for Member propositions, ensuring that a 3-year (or longer) strategic plan is supported by clear, budgeted annual activities and their associated benefits * Lead the development of business cases for all Member propositions * Set and monitor KPIs to measure the effectiveness and success of propositions, making adjustments as needed to ensure continued relevance and impact. |

## Relationships and autonomy

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| * As a senior role, delivering a crucial function for Nest, the role will confidently operate with Head of peers and Directors, ExCo and Board * It must work collaboratively with every part of Nest and key partners such as TCS to ensure Nest’s Member Propositions strategy is understood and successfully delivered * It will manage the achievement of KPIs and will seek and manage the appropriate budget and resources to do so * As well as being an expert on Nest’s customers, their behaviours and needs, the role will continue to seek external sources of best practice including working with relevant partners, industry forums, peer-to-peer opportunities and influencers |

# Role requirements

## Experience and technical skills

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| * Extensive experience at Head of (or Director) level in consumer proposition development and management, preferably within Pensions, Financial Services or related sectors, or similar regulated service sectors, and with existing customers bases with many millions of customers * Significant and successful team leadership experience, with a demonstrated ability to hire, grow and motivate a high-performing team * Extensive customer segment strategy development and execution skills, with ability to demonstrate previous success of delivering unique propositions that have transformed business success * High comfort with influencing including to Board level with strong communication and ‘story telling’ skills * Proven track record of delivery of simultaneous large-scale, complex propositions that deliver great customer and business outcomes * Ability to lead cross-functional teams and manage multiple stakeholders, including regulatory bodies and external partners. * Strong analytical mindset with experience in using data-led methodologies to inform proposition design. * Strong commercial acumen and financial management skills, with experience in building business cases and managing budgets effectively * Experience and comfort working across the marketing mix: pricing, product, channels, communications, service etc. * High comfort with matrix agile ways of working |

## Personal attributes

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| * A visionary strategic leader, capable of motivating and inspiring teams, with the confidence and gravitas to be regarded as a trusted advisor to senior colleagues * Naturally, passionate about customers and continually seeking news way to understand and anticipate their needs * Equally passionate about high performing teams and providing continuous sources of motivation and inspiration and fostering a team culture of accountability and collaboration * Excellent communication and influencing skills, with the ability to engage stakeholders at all levels. * Strong commercial acumen and decision-making abilities. * Resilient, adaptable, and capable of leading through periods of change. * Able to balance patience and tenacity as Nest builds new capabilities against a backdrop of competing priorities * Highly motivated and self-managed, able to work without supervision to an agreed framework |

## Differentiators

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## Working pattern

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| Whilst the role is expected to be a permanent, full time role, five days a weeks, 9-17.30, conducted hybrid with 1-3 days a week (or more when necessary) in the office, flexible working requests will be considered |

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