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| Member In-life Growth & Retention Manager |
| 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 **Member In-life Growth & Retention Manager** role focuses on developing and implementing strategies to increase customer life-time value and retention of members. It will manage initiatives that ensure Members continue to see the value of Nest’s propositions and are motivated to stay and grow their contributions, in line with Nest’s Purpose, Values and strategy.  Reporting to the Head of In-life Growth & Retention, the role collaborates with other In-life Growth & Retention Managers (both for Members and B2B) to ensure a consistent approach, and a broad range of cross-functional teams including Insights, Proposition, Experience, Operations and Brand & Marketing, to ensure a holistic approach to Member retention and growth |

# Scope and deliverables

## Accountability

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| * Accountable for the development and execution of strategies designed to improve Member in-life growth retention across relevant customer cohorts * Responsible for development, delivery and management of in-life growth and retention activities * Accountable for achieving in-life growth and retention KPIs set by the business * Accountable for ensuring in-life growth and retention strategies are great fits with Nest Purpose and Values * Responsible for making the customer and commercial case for activities, including securing budget and cross functional resources required to deliver achieve them * To identify risks and opportunities with targeted Member segments and leverage across the marketing mix (products, service, price, communications etc.) to address them |

## Deliverables

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| **Retention & Engagement Strategy:**   * Identify at-risk Member segments and develop targeted initiatives to retain them, leveraging data insights and working across relevant levers (communications, pricing, product, service etc.) and channels (contact centre, App, email etc.) * Ensure all activities are in line with Nest Purpose, Values and strategy   **In-life Growth Initiatives:**   * In-line with Nest’s Purpose, Values and strategy, develop personalised approaches to help Members contribute what is right for them, whether through voluntary contributions, consolidating other pensions, or engaging with retirement and other services. * Partner with the Proposition and Insights teams to design offers and features that encourage Member growth based on lifecycle needs, financial behaviours, and retirement aspirations.   **Data-Driven Decision Making:**   * Use data analytics to identify trends, patterns, and opportunities for improving member retention and growth. * Monitor and report on KPIs related to retention, member engagement, and contribution growth, adjusting strategies based on performance data. * With stakeholders teams, conduct test and learns across a range of formats, ahead of scaling what works best   **Stakeholder Collaboration:**   * Work closely with other members of the In-life Growth and Retention team to ensure a cohesive and consistent approach to retention and growth across the wider Member and B2B customer base. * Collaborate with cross-functional teams including Marketing, Proposition, Insights, Experience and Operations to align strategies and ensure smooth execution of initiatives. * Work with other critical teams such as Legal and Compliance to ensure all activities meet regulatory requirements and Nest risk appetite   **Financial & Commercial**   * Own a subset of overall in-life growth and retention KPIs * Responsible for ensuring initiatives achieve an agreed ROI |

## Relationships and autonomy

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| * Reports to Head of In-life Growth & Retention and should be regularly interacting with peers, Head ofs and Directors across the business * It will regularly interact with full range of stakeholder teams both within Next Experience (Propositions, Experience, Delivery, Customer Service, Brand & Marketing) but also with Data, Analytics and Insights, Finance, Legal, Risk and Compliance * It will be responsible for delivery of initiatives to achieve set KPIs, on time, to budget and scope |

# Role requirements

## Experience and technical skills

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| * Proven experience in customer value management and retention roles, gained within Financial Services or similar regulated consumer services industry * Proven experience working on bases with many millions of customers (Nest has 13m+) and developing diverse responses for diverse segments of customers * Strong understanding of customer lifecycle management, with the ability to develop and implement strategies that drive long-term member value. * Experience using data and analytics to inform customer segmentation, targeting, and the optimisation of retention and in-life growth strategies. * Ability to manage large-scale initiatives from planning through to execution, working with cross-functional teams. * Strong commercial acumen and ability to build business cases for initiatives that deliver measurable ROI. * Experience of using a range of levers (price, product, communications, journey enhancements) across a range of channels, to achieve the desired outcomes * High comfort with matrix agile ways of working * Experience and motivated by being targeted on KPI outcomes * Experience of balancing strategies and tactics simultaneously |

## Personal attributes

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| * Highly analytical and data-driven, with the ability to turn insights into actionable strategies. * A strong communicator with excellent collaboration skills, capable of influencing stakeholders at all levels. * Proactive and results-oriented, with a passion for improving Member outcomes * A creative problem-solver who is resilient and able to thrive in a fast-paced, dynamic environment. * A team player who values collaboration and works well with cross-functional teams. * Constant curiosity and drive for best practice * Able to balance Nest’s Purpose with drive for commercially viable outcomes without compromise to great customer outcomes |

## Differentiators

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| At Nest we do things differently. In-life growth and retention activities are not just about maximising profit – they are about making sure Members understand their personal requirements for their financial wellbeing and specifically their retirement and are able to make informed decisions with regard to their Nest pension and the contributions they make. |

## 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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