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| B2B In-life Growth & Retention Manager |
| B2B & Member Proposition teams |
| 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. |

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# The role

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| The B2B In-life Growth & Retention Manager role focuses on developing and implementing strategies to increase customer life-time value and retention of employers and Connectors. It will manage initiatives that ensure employers and Connectors continue to see the value of Nest’s propositions and are motivated to stay and grow their support, 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 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 customer retention and growth. |

# Scope and deliverables

# Accountability

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| * Accountable for achieving in-life growth and retention KPIs set by the business – this may include specific KPIs for certain cohorts, segments etc.
* 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
* Responsible for development, delivery and management of in-life growth and retention activities
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# Deliverables

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| * **Retention & Engagement Strategy**
	+ Identify at-risk employer and Connector 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 encourage greater use of Nest by employers and Connectors
	+ Partner with the Proposition and Customer Insights teams to design offers and features that encourage employer and Connector growth based on customer needs, financial constraints, and benefit provision aspirations
* **Data-Driven Decision Making**
	+ Use data analytics to identify trends, patterns, and opportunities for improving employer and Connector retention and growth.
	+ Monitor and report on KPIs related to retention, customer engagement and contribution growth, adjusting strategies based on performance data.
	+ With stakeholder 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
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## Relationships and autonomy

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| The role will report to the Head of In-life Growth and Retention, though will also have a dotted line accountability to the B2B Proposition Director. The jobholder will be expected to work closely with other In-life Growth and Retention Managers, and cross-functional teams across Nest including; Marketing, Proposition, Data, Analytics and Customer Insights. |

# Role requirements

## Experience and technical skills

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| * Proven experience working with large-scale customer bases (Nest has 1m+ registered employers) and developing diverse responses for diverse segments of customers
* 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
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## 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 customer outcomes and driving engagement
* 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
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