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| Senior Marketing Partner – B2B |
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| Nest Experience |
| **Grade:** 2M |

# 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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| Reporting to the Head of Marketing, the Senior Marketing Partner – B2B role focuses on developing and executing marketing communications strategies and plans that drive engagement, retention and customer lifetime value through and of our intermediaries and employers, enabling us to evolve from being an operationally driven supplier of services, to becoming a true partner to the organisations we work with.  A collegiate and collaborative working style will be essential, as this role will be working in partnership with our B2B Proposition, Account Management and Partnerships teams, together with a broad range of cross-functional teams, including Data and Insights, Experience and Operations, to ensure a holistic approach to retention and growth.  The Senior Marketing Partner will lead the development and implementation of integrated B2B communications strategies to ensure that our B2B audiences are aware and understand the value of Nest’s propositions and are motivated to work with and recommend Nest.  They will also lead the development and delivery of go-to market communications plans to support the launches of new B2B propositions.  They will coordinate the successful deployment of an Account Based Marketing approach into integrated omni-channel campaigns, working closely with content and communications channel owners across the Brand, Marketing, Communications and Creative team, the Account Management and Operations teams.  In addition, they will be responsible for the line management of a Marketing Partner and Marketing Executive.  We are looking for a versatile, outcome focused and highly organised individual to take on this role. |

# Scope and deliverables

## Accountability

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| * Develop and drive integrated B2B communications strategies that increase engagement, retention, acquisition, and customer lifetime value. * Translate Nest’s B2B and member propositions into compelling messaging and high-quality content that resonate with the target audience, working with the Senior Marketing Partner – Member, so ensure consistent and cohesive activity. * Lead the design and rollout of account-based marketing campaigns, ensuring alignment across all communication channels (e.g., digital, email, social, events, webinars etc.) * Oversee the creation and implementation of go-to-market plans to support new B2B proposition launches, bringing in a forward thinking and outside in approach. * Build an in depth understanding of our B2B audiences which underpins all our communications and marketing activity. * Work closely with internal teams—including B2B Proposition, Account Management and Partnerships, Data and Insights, 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. * Establish metrics and KPIs to evaluate the effectiveness of communications strategies and campaigns. * Use data-driven insights to continuously refine strategies, optimise campaign performance, and achieve targeted business outcomes. Manage and mentor a Marketing Partner and Marketing Executive ensuring professional development and performance excellence. * 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 targeted marketing campaigns. * Ensure quality and brand standards are met with all marketing pieces and are consistent with NEST’s brand * 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 * Manage and deliver multiple projects delegating and managing other team members. |

## Deliverables

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| * Integrated B2B communications strategy and rolling account-based marketing plan, developed and activated in line with B2B retention and growth KPI’s. * Go to market plans for new propositions, developed and activated in line with KPIs * Omnichannel campaign plans, campaign messaging and campaign assets that drive market presence, develop brand credibility, and build trust. * High impact engaging content that brings our propositions to life, encourages product utilisation, and resonates with our various target segments. * B2B communications performance dashboard and regular reporting, including campaign and account 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:   + B2B Proposition Director   + Head of Account Management and their team   + Head of B2B Proposition 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 B2B marketing strategies and go-to-market plans * Clear strategic thinker who can translate customer/brand insight into strategies * Ability to understand customer data and translate information into actionable insights * Creation and implementation of integrated campaign and account-based marketing plans and budgets 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, use of CRM methodology, and application into email marketing * 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.** |  |