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| Senior Digital Analytics Manager |
| Data, Analytics & Customer Insight (DACI)  Grade 2T – Fixed Term Contract |
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# Organisational overview

Nest is an organisation driven by its purpose: Building financial peace of mind for all.

Our award-winning pension fund is tailored to members’ requirements by combining extensive research and an expert understanding of their needs. First-class investment practice and governance are the backbone of our organisation. We invest responsibly and sustainably and are always transparent about the choices we make. It is both a privilege and a responsibility to help each of our members achieve the retirement they want.

Established in 2010, Nest has been a critical pillar of the Government’s automatic enrolment pension programme, with a public service obligation to accept any employer wishing to use the scheme to discharge their automatic enrolment duties.

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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| Nest is undergoing a transformation with the service it provides customers: Service Experience and Technology Transformation (SETT). This includes how to use its data and insight to drive decision making. The Data, Analytics & Customer Insight (DACI) Team is leading how we do it. We are embarking on a new data strategy, which includes new technology, changing processes, and lots of great work with our people.  Our work as a DACI team enables Nest to continually learn, improve how we work, and create value so that we can deliver a better retirement for millions. The department is made up of 4 small teams – data, analytics, customer insight, and business intelligence. We also work closely with an outsource partner, who manages and analyses our customer and operational data and provides digital services. |

# The Role

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| This is a new role for Nest. It will deliver value by ensuring the right set-up of digital processes and people; and the right application of technology, to deliver the SETT transformatoin ambitions. The role will have a focus on digital analytics: including providing guidance and support for digital data access, digital insight generation, and enabling digital reporting; it is in these areas that the role will help assure our partners are delivering best-practice for our customers.  By working with our partners and other stakeholders, the role will support the set-up of ways of working for initatives including Digital Low Friction Change and Digital AB testing. The role covers both web and app services. This is a technical and specialist role where previous experience in setting up Digital Analytics best-practice, ideally with Google Analytics, is essential. Initially this is a fixed term contract role. |

# Scope and Deliverables

## Accountability & Deliverables

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| This role will ensure SETT’s digital needs, including Digital Data access, Digital Journey Tracking, Digital Personalisation, Digital A/B testing, and Digital Low Friction Change, are set up and run appropriately from a data, analytics, reporting, and insight view. Deliverables include:    Technical improvements that support Analysis/Insights   * Establish the digital technical developments possible within the boundaries of teams and contracts * Prioritise and deliver on key findings from recent external digital audits: Tracking, Privacy, Account Structure, Marketing Channels, Measurement, Tag Management and Ecommerce.   Digital Data & Reporting Processes   * Agree and set up appropriate digital data collection, tagging, and use of tools: such as how digital data ‘connects’ with MI data, and how we optimise our processes using Looker Studio. * The role will support others in the DACI team to continue to provide digital insight and reports that go into (and come from) the new digital journeys; as well as non-journey needs. The new role will support them by establishing the fundamentals, frameworks, data access, and technical set-ups.   Support the relationship management of Digital Partners   * Co-create a clear, documented process flow how all parties work together to set-up/maintain and review the digital tracking/analytics. I.e. a Target Operating Model including our core partner, other digital suppliers, DACI-Nest, and Business area owners across Nest * Bring best digital analytics practice, and represent Nest and Nest's audiences’ best interests when decision making and prioritising with partners * Take Nest-side ownership for GA Measurement plan / solution design   Support with internal stakeholder management on Digital SETT topics – support how the organisation uses/optimises the digital data   * Up-skills Nest’s digital analytics knowledge. And show Nest how to best work with suppliers going forwards. Co-developing a digital analytics strategy   Work within consistent standards of analysis systems and processes. Such as:   * Legal, scientific and ethical standards for models and analysis – working within Nest policies * The team’s standardised quality assurance process   Embraces change and continual improvement:   * Contributes to efforts to build the culture of DACI and the Analytics team * Takes initiative and proactively seeks opportunities to influence and create change; this will involve taking on pieces of work that are new to Nest * Proactively understands the needs of the organisation and collaborates with others, including our outsource partner, to set up new processes |

## Relationships and autonomy

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| * Sits within DACI and will have Nest-wide impact; also collaborates with Digital, Solution Design, Member Experience and Business to Business (B2B) functions in particular * Identifies opportunities, and works closely with data owners, data team and data protection to ensure that Nest is working within the bounds of the law and our own policies in terms of how we use data * Works with stakeholders including Member Experience and B2B teams, to challenge and develop how they commission, access and use the digital insight that colleagues will deliver * Supports others in DACI with the developing, managing, and updating our digital analytics strategy * Supports others in DACI to collect, filter, and process statistical data derived from our marketing efforts and translate it into actionable insights * There are no direct-line reporting responsibilities for this fixed-term-contract role to let the role focus on functional digital set-ups. The role may need to delegate and review the work of others in the DACI team and could include line-managing responsibilities in the future * Influences service and solution designs with our digital partners * Works seamlessly between Nest colleagues and our outsource partners to ensure we are delivering as one team. Ensures there is no duplication in roles or work produced between teams. Where we do not have these relationships right now, they will need to be developed over time |

# Role requirements

## Experience and technical skills

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| Designing / Setting Up Best Digital Practice   * Experience of working as senior digital professional, that has influenced the development of digital analytics practices, skills and competencies * Excellent stakeholder relationship management at all levels, internally and externally, within a complex organisation * In depth knowledge of end-to-end digital management practices * Experience of collaborating across different departments to produce solutions fit for business goals * Proven results and change-driven approach * Strong commercial awareness and business acumen * Has worked with, or within, agency partner environment with considerations for contractual agreements * Understands, or learns, the product and the policy environment that drives Nest’s data * Communicates with stakeholders in person, through written forms, and remotely; and will visualise recommendations that may include complex or challenging messages   Digital Analytics Heritage   * Experience of best practices when measuring and analysing online behaviours and digital marketing activity * Proficient working with digital analytical systems (preferably Google Analytics) * Experience with dashboarding and visualisation tools (preferably PowerBI) * Experience with working with big data querying tools (e.g. Google Big Query) to connect digital data with other data sources * Certification in Google Analytics and Google Tag Manager * Basic knowledge of SQL, Python or R |

## Personal attributes

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| * A problem solver – comfortable with ambiguity where processes are yet to be established * Flexible – can work in a dynamic and reactive environment * A collaborator – able to gain credibility and communicate with colleagues from technical and non-technical backgrounds. * Clear – able to propose solutions in clear and persuasive ways, to communicate complex and challenging messages and translate them into language that is understandable and useable across the organisation. * Driven – a willingness to learn / establish new ways of working * Analytical – seeks out insight and ask new questions * Empathetic – always considering the impact on others (both inside and outside the team) * Curious – keeps on top of industry developments (e.g. methodology, technology, changes in legislation) and able to apply in role * Proactive – seeks opportunities to influence, change, and take on new projects; doesn't wait for delegation |

## Differentiators

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| Nest is an organisation with a unique culture – with staff drawn from both the public and private sector, and a special people-centric approach. Nest is warm and human as an organisation, and that’s also true of the people you’ll be working with every day. The Data, Analytics and Customer Insight (DACI) team is a blend as well – some people have been with Nest from the start over 10 years ago, others are new in. The DACI team is a gender-balanced, diverse team, and we enjoy working together in such a purpose-driven organisation.  Although Nest is a relatively young scheme, over the next few years it will continue to develop into one of the largest schemes in Europe with contributions running at circa £10bn annually. We work with an outsource model at Nest, and the DACI team works closely with our back office & customer experience supplier on designing our future service with our customers at the heart. |

## Working Pattern: Full time, but flexible working available.

## Grade Descriptor: 2T

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