

Associate Director, Communications (Interim)

Recruitment pack



Welcome and introduction

Thank you for your interest in this critical role at the Centre for Inclusive Money at Nest. To have the impact that we want to have, to really improve financial security for millions of people, we need to do more than just build the evidence. We need to take that evidence to people who can use it – the people who have their hands on the levers of scale.

That means building our brand and talking about our work in compelling ways, in the right places to make sure it reaches the people we want to reach. It also means being part of policy and industry conversations and building a community of changemakers. That's where you come in.

In the past year, we've successfully rebranded to become the Centre for Inclusive Money at Nest, while continuing to achieve significant cut-through for some of our key priority issues. Our work made a significant contribution to the Government's Financial Inclusion Strategy, resulting in the establishment of a National Coalition on Workplace Savings, which we co-run. We've been invited to give evidence on building savings and resilience to two select committees, worked with the UN and the Financial Health Network to support the launch of EMERGE Europe, a major new financial health event, and seen new savings products driven by our trials and innovation work rolled out to hundreds of thousands of workers. We're in a lot of the right conversations, but we're ambitious to continue to increase our reach and impact.

So it continues to be an important time for us in terms of how we develop and evolve our communications capability. With our Associate Director of Comms heading off for a period of parental leave, we're looking for an ambitious and experienced interim communications leader who can hit the ground running and build on his approach and the progress we've made. If you think you can help us, we'd love to hear from you. In return, we can offer you an opportunity to work with an incredible team of committed people who have worked together to build a culture that is collaborative, supportive and inclusive, while remaining absolutely focused on the impact we want to have.

We are fully committed to equity, diversity and inclusion in how we recruit, in the culture that we are building and in the way that we deliver our programme. That you share this commitment, alongside a passion for improving financial security for the millions of low- and moderate-income workers in the UK, is essential.

Thank you again for your interest in this role – we look forward to hearing from you!

Will Sandbrook, CEO, Inclusive Money



About us

WHY WE'RE HERE

Our mission

Our mission is to find what really works in supporting low- and moderate-income households to be financially secure, both today and into retirement, and to drive transformational change in the system.

We work to build and amplify a deep understanding of the lived experience of those households, and we use that insight to identify and drive systems-level change.

Working inclusively and collaboratively across boundaries and silos, we design and test practical solutions in the real world. By engaging closely with industry, employers and policymakers, we turn robust evidence into action; informing decisions, shaping policy and catalysing the adoption of effective solutions at scale.

We are working towards a fairer and more inclusive system of joined-up products and services that meet people where they are, support their diverse needs and make it easier for them to achieve good outcomes. Getting this right and improving household financial security can unlock greater individual wellbeing, social participation and economic growth.

Inclusive Money, 2026



The team



We're currently a team of around 30 people, working across our research and innovation programme delivery, communications, strategic and funding partnerships and day-to-day operations. We're a team with diverse backgrounds and skillsets, connected by our shared passion for improving household financial security.



The Associated Director of Communications leads a small multidisciplinary comms team, currently 6 people. The role is part of our management team and works closely with the leadership team and management team colleagues leading other functions and our various projects.

The principles that guide everything we do

Ambitious for impact

We don't think 'interesting' goes far enough. We always ask, 'so what?' and 'what now?' We're up for a big challenge and we don't give up easily. We do things that have never been done before. We don't wait for perfect – we make a start where we can and adapt when we need to. We understand that true impact usually takes time and iteration.

Inclusively human-centred

We listen hard to lived experience. We want to design to meet people where they are. Our work is grounded in real-life human insight – people's needs, behaviours and contexts – rather than theoretical models. We strive to be inclusive and position-aware, and to work against inequity. We think about power balance and accessibility in how we convene and communicate.

Real-world solutions focussed

We know a good idea is one that's been tested robustly and shown to really work. We test for effectiveness: does it support low- and moderate-income households' financial resilience and security? And we test for viability: is it deliverable and scalable from a policy and/or market perspective? We use our evidence to drive system-wide adoption of proven solutions that could make a big difference

Rigorous, curious and creative

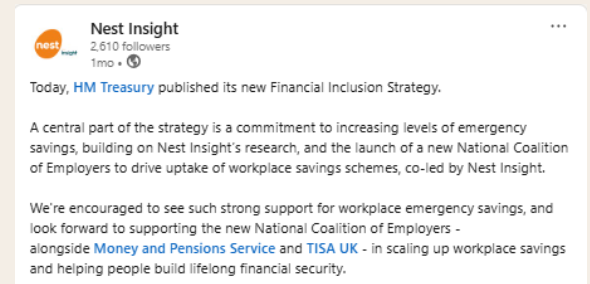
We're open-minded and inquisitive. We ask lots of questions and we'll dig behind the first answers. We combine different methods and approaches to see a problem from different angles. We set a high bar for our research. We're transparent about methods, learnings and limitations. We imagine how things could be different and explore 'what if...?' We will stand up boldly for what the evidence tells us, and we will scrutinise bravely when assertions are based on assumptions rather than facts.

Proactively collaborative

We strongly believe that we can't solve tricky problems on our own. We work across boundaries and silos to build communities of action with growing momentum. We don't have big egos – we prefer to all muck in together. We identify, try to understand and work with all the actors in the ecosystem surrounding low- and moderate-income household money management. We treat each other with care and respect. We build strong, purposeful teams.



Our impact in action



About the role

About the role - overview

Key details

Job title: Associate Director, Communications (interim)

Location: Hybrid – expected to be in our Canary Wharf office on Tuesdays, and other ad-hoc days as needed as a minimum.

Reports to: CEO, Inclusive Money

Contract type: Fixed-term for 7 months - full-time/part-time/job-share/flexible working patterns considered

Managerial Accountability: Communications team (currently 6)

What are we looking for?

We're seeking an interim Associate Director to lead our communications team during a period of parental leave, implementing and evolving our communications strategy to deliver our impact objectives and to deliver high-impact dissemination and engagement campaigns and programmes. This is a leadership role, reporting to the CEO, leading our communications team (currently 6 people) and helping to lead the wider Inclusive Money team as part of our management team. We're looking for someone who will help the entire organisation to be brilliant at communicating internally and externally, role modelling exceptional communications skills and building capacity.

This is an exciting role joining at a critical time. Over the last few years, we've grown our team, programme and impact significantly. In parallel we've grown our communications capability. We recruited a new Associate Director in 2024, and with him we have developed a new comms strategy and made significant progress in increasing the reach of our work. We're looking for an interim leader for the team to help us to continue on this journey, maximising our impact and influence. There is a lot of scope to be creative and try new things, in a highly supportive and collaborative environment. This is a highly-motivated and passionate team, and the role is a fantastic opportunity for someone who wants to maintain involvement in delivery as well as stepping up to or maintaining a leadership role.

As part of our management team, the postholder will play a critical role in delivering the overall strategy for Inclusive Money, ensuring we have the brand identity, communications plan and supporting structures and processes we need. You will be responsible for developing audiences and growing our reputation and visibility. You will work with your team and more broadly with other Inclusive Money colleagues to enhance and evolve our approach, making sure our messages reach wide and relevant audiences and promoting Inclusive Money as a leading public benefit research and innovation centre. You will also work closely with the Inclusive Money development team to publicly showcase our partnerships with Nest and our other funders and collaborators, to join up and amplify communications approaches with them and to meet their branding and communications requirements.

The postholder will oversee our media relations strategy to gain maximum positive coverage and build relationships with key journalists in mainstream media and the trade press. You will enjoy building relationships and networks with stakeholders at all levels, internally and externally, and creating a vision of shared purpose. You will have a close knowledge of current best practice in managing social channels and developing engaging content. You will have a keen sense of how to tailor communications for different audiences, including potential funders, and of how to leverage our public-facing events programme to increase our impact and reach, as well as experience in public affairs and direct engagement with political, policy and industry audiences.

Nest is committed to helping employees develop their skillsets and progress in their careers and a variety of training opportunities will be available.

We are open to part-time and job-share candidates.

About the role – key responsibilities

Key responsibilities of the role will include:

- Overall accountability for the development and delivery of Inclusive Money’s communications, events, media relations, social and digital media, corporate communications, and brand and design activity
- Working closely with our Research and Insight, and Impact and Innovation Directors and their teams, including our policy and public affairs, and employer and industry-facing teams, to build compelling communications outputs that are tailored to our audiences, present our research and insights in a compelling way, and achieve cut-through and influence.
- Ownership of and accountability for the communications strategy, reporting regularly to the CEO on progress against objectives.
- Leadership of our communications team, supporting their personal and professional development and directing their work to a high standard. Setting a focussed and supportive team culture, role-modelling high professional standards and expectations, respect for others and a collaborative approach.
- Direction of high-profile, high-impact dissemination campaigns, working collaboratively with colleagues and partners, ensuring successful delivery on time and on budget with funders and stakeholders engaged throughout.
- Steering production of high quality, impactful content, including publications, events, blogposts, infographics, social media content and articles.
- Developing Inclusive Money’s relationships and networks, and cultivating new ones, with a wide range of stakeholders.
- Building Inclusive Money’s audiences and developing our brand identity and visibility – working in alignment with the Nest communications and brand team where appropriate.
- Working with the Development team to supporting delivery on branding and crediting commitments to existing funders and seeking ways to increase awareness of those partnerships and our fundraising.
- Staying aware of emerging trends in policy and research communications and identifying new opportunities to boost Inclusive Money’s reputation and visibility.
- Developing Inclusive Money’s communications capability, approaches and resources. Sourcing, appointing and managing suppliers in line with managing public money and other relevant requirements.
- Managing and avoiding risk, helping the organisation see around corners and anticipate issues which could impact negatively on its reputation or effectiveness.
- Ensuring that all communications programmes and activities are fully accessible, and that Diversity, Equity and Inclusion is actively prioritised by the communications team.
- Advise the CEO and management team on internal communications and employee engagement as needed as the team grows.

About you

Person specification

You will have proven yourself as someone able to be flexible, proactive and able not only to oversee but to deliver across a wide range of communications disciplines.

You will have experience in a broad comms leadership role, and will be able to hit the ground running and quickly take on leadership of an existing team, ensuring continuity while also identifying opportunities for continuous improvement

You relish bringing clarity to technical topics for a range of audiences.

You can motivate and develop a small and able team, setting high standards and prioritising their wellbeing and professional development.

You are recognised as a collaborative leader with a people-first approach. You are committed to prioritising diversity and inclusivity in everything you do, within the team, as a leader, and in how you think about our communications work and reputation externally.

You will be passionate about improving financial security for low- and moderate income workers. You may bring existing knowledge of pensions, saving, debt, financial wellbeing or related areas, but you might also come from a different area of expertise but with a track record of quickly becoming familiar with technical and policy areas.

Who you will work with

You will report to, and work closely with, the Inclusive Money CEO, and work closely with the rest of the Inclusive Money Leadership team

As a member of the Nest Insight management team, you will work closely with senior colleagues leading other aspects of our work – programme delivery, strategy, partnerships and development, governance and operations.

You will lead and line manage our communications team

You will work with colleagues across the rest of Nest Corporation, including in particular the communications, public policy and strategy teams

You will build and maintain key relationships with external stakeholders including civil servants, delivery and funding partners, like-minded and influential organisations working in research and policy, and trade and national journalists.

Essential skills and experience

- ✦ **Strategic communications leadership** - Significant experience of developing and delivering an integrated communications strategy across relevant disciplines, such as stakeholder engagement, digital and social communications, events, public affairs, media relations and corporate communications.
- ✦ **Delivery of high-impact communications** - A strong track record of personally leading complex communications campaigns or programmes involving multiple projects, partners or stakeholders, with evidence of delivering to agreed objectives, timescales and budgets. This should include experience of publishing high-quality research, policy or insight-led content and delivering events of differing scale and ambition.
- ✦ **People and team leadership** - Experience of leading and developing a communications team, including setting priorities, maintaining high standards, managing competing demands and creating a supportive, inclusive and collaborative working culture.
- ✦ **Exceptional written communication and editorial judgement** - Demonstrable ability to turn complex technical, research or policy material into clear and compelling content for different audiences, alongside strong editing and quality-assurance skills. You'll understand how to adapt longer reports and shorter-form content for policy, industry and non-technical audiences.
- ✦ **Audience engagement and senior stakeholder capability** - Experience of building credible relationships with senior stakeholders and advising senior colleagues, combined with sound judgement in stakeholder engagement, public affairs and reputation management. You'll also understand how to use digital and social channels to extend the reach and impact of research and events.
- ✦ **Relevant subject-matter capability and commitment** - Knowledge of pensions, financial wellbeing, household finances or a related public-policy field, or convincing evidence of becoming effective quickly in a complex technical or regulated area. You'll also share our commitment to inclusive and accessible communications and our public-benefit purpose.

Benefits

Salary: Up to £85,000, with annual cost-of-living reviews and discretionary bonus, up to 10%

Additional Benefits:

- Pension scheme with an 8% employer contribution when you contribute 5%
- Employer pension contribution increases to 9% if you contribute 6%, and 10% if you contribute 7% or more
- Group life assurance providing a tax-free lump sum of four times your basic annual salary if you die in service
- Income protection, subject to eligibility
- A genuine commitment to work-life balance
- 32 days' annual leave, in addition to bank holidays
- Option to buy up to an additional 10 days' annual leave per year
- Flexible bank holidays, allowing you to exchange all or some of your bank holidays for time off that better suits your needs
- Flexible working options, including part-time working, job sharing, compressed hours and varying working patterns
- Enhanced maternity, paternity, shared parental and adoption leave after 12 months' service
- Paid time off if you need to care for a family member
- Option to apply for a sabbatical of up to three months after two years' service

A commitment to your development, including:

- Unlimited access to LinkedIn Learning
- Access to the Career Development Hub
- Access to FutureFit, bringing together tools, learning and resources to support your ongoing development
- One paid professional membership subscription per annual leave year
- A wide range of learning and development opportunities to support your career at Nest
- A colleague-led recognition scheme, recognising colleagues and teams who demonstrate Nest's values

Commitment to our wider social impact, through:

- Up to 4 paid volunteering days per year
- Seven diversity working groups, giving colleagues opportunities to help shape and support Nest's approach to diversity and inclusion
- A calendar of diversity and inclusion events, discussions and external speakers, including events that celebrate difference, challenge stereotypes and mark key awareness dates
- Give As You Earn, allowing colleagues to make tax-efficient charitable donations directly through payroll

Support for your health and wellbeing, through:

- The option to join a fully funded Benenden Health membership
- Access through Benenden Health to services including physiotherapy, mental-health support, medical diagnostics and surgical treatments, subject to the relevant eligibility and NHS waiting-time criteria
- Access to specialist advice covering areas including neurodiversity and disability, adult care and cancer
- Access to health coaching covering areas including menopause, sleep, men's health and gut health
- A confidential 24/7 Employee Assistance Programme, including up to six counselling sessions
- Employee Assistance Programme support also available to immediate family members
- Menopause champions
- Free eye tests every two years
- Up to £55 towards the cost of glasses
- Free annual flu vaccinations
- An office environment designed with wellbeing in mind
- Cycle-to-work scheme

Additional lifestyle benefits:

- Interest-free loan to help spread the cost of an annual travel season ticket
- Access to a range of discounts, including gym membership, shopping and household bills
- Access to the Civil Service Sports and Social Club

How to apply

To apply, please visit our [careers website](#) where you can also find more information about [Nest](#) and our [recruitment process](#).