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| Content and publications manager |
| Nest Insight |
| **Grade:** |

# Seeking a communications manager to lead on Nest Insight content, publications and website – Fixed Term Contract 6 months

# Overview

Nest Insight is a public-benefit research and innovation centre set up by Nest Corporation in 2016. Our work is about finding better ways to support people’s lifelong financial security. We focus on understanding the lived experience of people on low, moderate and volatile incomes, learning about their financial needs, challenges and goals through rigorous and thoughtful analysis. We work with employers, product providers, academics and policymakers in the UK and around the world to identify, invent, test and evolve practical solutions and see what works best for people in the real world. This builds the case for systems-level change.

Our findings are shared widely and freely so that people around the globe can benefit from our work. Together our team of c20 delivers an ambitious programme of research, publications and events, sharing best practice, both nationally and abroad. The team is passionate about the work we do and proud of what we are achieving. We are innovative thinkers, not afraid to challenge the status quo. We work flexibly, creatively and collaboratively. We are committed to supporting each other to learn and develop.

Our ground-breaking research into workplace savings has included piloting a hybrid sidecar savings solution, and pioneering opt-out approaches to workplace saving working with employers, a credit union and a fintech benefits provider. These trials have been influential in the UK and internationally, and been celebrated in the media. Supporting the availability and take-up of workplace emergency savings at scale has the potential to positively impact millions of people – reducing anxiety and stress, helping avoid problem debt, and boosting wellbeing and productivity.

Our Real Accounts project is the first study of its kind in the UK, building an in-depth understanding of the lived experience of low and moderate income households whose income fluctuates over time. Using a custom designed data collection app alongside monthly interviews with 44 households, we have identified the huge mental burden undertaken by people on volatile incomes working within a system designed for regularity.

We also work to understand overall household finances: we have been matching data from Nest’s 13 million members with other financial datasets and academic studies to get a full and holistic picture of people’s long-term savings. This has helped us to better understand the knock-on impacts of changes such as saving for a pension on other parts of people’s financial lives – for example, their level of debt or how much they spend.

And we also focus on the particular challenges faced by self-employed people.

Whilst Nest Insight is a business unit of Nest Corporation, we are responsible for raising our own operating budget through sponsorships, grants and in-kind support from organisations with similar research interests, goals and values. Our funders include BlackRock, MaPS, the Aviva Foundation, and the Nuffield Foundation.

By working in partnership with industry, academics, innovators and policymakers, and sharing our research widely and freely, we’re generating insights that could improve the retirement outcomes of millions of savers worldwide. Working to a new communications strategy with a focus on external impact, and with lots of exciting projects ongoing and plans to expand our reach significantly, this is an exciting time to join Nest Insight.

# The role

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| Nest Insight’s communications team deploys all owned and earned channels, alongside direct engagement with stakeholders and influencers, for maximum impact. We ensure resilience across the team through a flexible approach, in which team members are able to flex between activities to deliver a strategic and integrated communications programme, support one another, provide cover at times of annual leave or other absence, and develop skills across multiple communications disciplines. We offer training and development which supports this breadth.  We are recruiting a Content and Publications Manager to partner effectively with our research teams and to lead and manage the creation of content and outputs from our research programme and beyond. This role will be a key part of creating maximum impact for our work, communicating our messages and linking us with stakeholders, funders, policy-makers, and the media.  Working collaboratively as part of a small communications team, this postholder will work closely with Nest Insight colleagues and partners to turn our work into exceptional content and publications. They will manage the research report copy-editing, production and design process, supporting the research teams in their use of our design templates and deploying support from our external suppliers where needed. They’ll be handling a complex timeline with multiple stakeholders and milestones, and problem-solving where needed to ensure that projects remain on track and are delivered in line with our house style.  This postholder will support Nest Insight’s research teams to use templates (Microsoft Word and Adobe InDesign) to create research reports. Where complex data visualisation, video development, or additional copy-editing is needed, they will draw on support from external suppliers. This will involve briefing and working closely with external agencies or Nest’s in-house creative services team, ensuring good VFM and adherence to all corporate procurement and contract management processes, and project managing the reports.  This role is about far more than research reports. The postholder will lead on all corporate communications, brand and website. They will be innovative in their approach, considering new routes and methods to deliver communications outputs.  They will be involved in creating communications to drive engagement with our work, including social media assets, videos, blogposts, fundraising materials, event materials and PowerPoint presentations.  They will ensure our website is up to date and optimised for a great experience for our target audiences.  They will play a key role in monitoring house style, enhancing and evolving our use of language, design and branding to ensure Nest Insight research is shared in an engaging and accessible way with the widest possible audience.  And they will give their support in gatekeeping the Nest Insight brand, working with the team to find new ways to create impact within our guidelines and a distinctive look and feel. |

# Scope and deliverables

## Accountability

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| The Content and Publications Manager will:   * copy-edit Nest Insight reports and outputs and contribute to development of language around Nest Insight’s mission and how it works * develop a plan for a smooth production process for each research report, identifying the production method, and mapping out the timeline and review stages * manage the production process (both in-house and outsourced) to effectively deliver high quality outputs on time that meet the objectives set * (where reports are created in-team) produce high quality, on-brand research reports that bring our research findings to life in a clear and engaging way * (where external production resource is required) secure and onboard suppliers, in line with Nest Insight budgets and processes * produce graphic and multimedia content for Nest Insight’s social channels which bring our research and key messages to life * support the Communications team with its outputs in order to reach its goals * consult team members ahead of time, agreeing review periods that meet contractual obligations * ensure that all stakeholders have reviewed and approved deliverables * lead reviews of website copy by suggesting new language and working with subject matter experts to ensure the content and visuals are fresh and accurate * work with our external web developer to optimise our website journeys for key audiences |

## Deliverables

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| The Content and Publications Manager will:   * edit Nest Insight copy to ensure it is clear, engaging and compelling – drawing on external support from specialist copy-editors where needed * produce comprehensive project timelines * Ensure a comprehensive production plan which ensures healthy capacity (in-house and outsourced) for design and production support as needed * ensure all team members are aware and informed of key milestones in advance, as well as any changes to timelines * actively support the Communications team with content production for all owned and earned channels * manage a log of stakeholder approvals for each project * deliver high quality, on-brand Nest Insight research reports that are completed on time and meet the objectives set for the project * create effective supporting communications and assets for every aspect of the communications programme * support media relations programmes with graphs and infographics as needed * look for ways to enhance copy and/or design to share Nest Insight’s research in the most engaging and accessible way * ensure our website content is fresh and delivering on our objectives. |

## Relationships and autonomy

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| * Work with Nest Insight colleagues to develop efficient but realistic production timelines. * Work collaboratively with colleagues in the communications team to ensure that content is a key driver of Nest Insight’s overall communications narrative. * Keep colleagues informed on the status of projects, proposing solutions to keep projects on track where issues and delays arise, and ensuring outputs are delivered in line with the objectives set. * Support the Head of Development in creating compelling fundraising messages. * Where external agencies or freelance support is needed, liaise with the Head/Director of Communications, Nest Insight’s Team Assistant and the Nest Finance and Procurement teams to onboard suppliers. |

# Role requirements

## Experience and technical skills

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| The Content and Publications Manager will be able to demonstrate the following experience and technical skills, or strong aptitude to acquire these:   * Experience using Microsoft Word and PowerPoint * Experience with Adobe Creative Suite (InDesign, Premier Pro and Photoshop). * Experience of using a CMS, ideally WordPress. * Experience of content creation in some or all of these formats: livestreams, website, video, animation, graphics, audio * Experience managing multiple projects and timelines concurrently and working with multiple stakeholders to meet deadlines. * Experience managing external suppliers, following corporate processes and ensuring VFM. * Effective and clear communication and business partnering skills. * Work experience in similar roles, demonstrating knowledge of the copy and design process. * Good editorial and copyediting skills. * Examples of independent problem solving and of putting best practice into action. * Excellent knowledge of current best practice in accessibility, diversity, equity and inclusion as it relates to content, language and design. |

## Personal attributes

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| The role will require someone with the following personal attributes:   * a systematic and reliable approach and a passion for finding new ways to engage broad audiences * excellent planning, project management and time management skills, able to manage priorities across a range of active projects * high attention to detail * proven design skills, with knowledge of design and communication best practice * comfortable working in a dynamic team environment and handling change, able to cope under time pressure while maintaining excellent working relationships both internally and externally * collaborative, but with the ability to lead initiatives independently * commitment to accessibility, diversity, equity and inclusion * committed to the broader goals and purpose of Nest Insight, including its focus on the needs of low and moderate income workers * an interest in UK politics and social and economic policy would be advantageous. |

## Differentiators

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| * This is an exciting role for someone with experience in content, channels, project management and design and copy development, with opportunities to develop a broad range of communications skills and make a meaningful contribution to Nest Insight’s mission. * Nest Insight is a relatively small team that delivers research programmes, communications and events beyond its size. Working as a key member of the team will offer a dynamic, supportive and rewarding experience for a candidate who’s prepared to act with autonomy, creativity and confidence while tackling a range of new challenges. * By helping Nest Insight share its research widely, the postholder will be helping to make a difference to millions of low and moderate income savers, and contributing to a programme with a reputation for excellence and growing external profile. |

## Working pattern

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| Fixed Term Contract – 6 months.  Flexible working patterns are actively supported in our team. We are open to anything between 0.8 and full time for this role, including structuring the role in a way that would be feasible alongside other work commitments and/or caring responsibilities.  Nest contracts specify the usual place of work as central London. We support hybrid working. We expect team members to be in our office (Canary Wharf) on our team day – currently Tuesday – and as needed on other days. Beyond that you can choose whether to work in the office or at home. |

## Grade Descriptor

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