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| Head of B2B Propositions |
| Member & B2B Proposition |
| 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. |

# The role

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| The Head of Business to Business (B2B) Propositions will lead the development and delivery of Nest's employer and Connector value propositions, focusing on the needs of its diverse customer base (Connectors is Nest’s term for intermediaries who use our Nest Connect system to provide administrative or advisory services to their customers. These are largely accountants, bookkeepers and payroll service providers, but also employee benefits consultants and other third-party brokers and partners). The role will oversee the strategy, creation, and ongoing management of employer and Connector propositions, ensuring they align with Nest’s Purpose, Values and broader strategy. Working closely with senior leadership, you will also lead a team of Proposition Managers to ensure the successful delivery and optimisation of new and existing propositions.  |

# Scope and deliverables

## Accountability

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| * Accountable for defining and leading the employer and Connector proposition strategies in line with Nest’s objectives for employer acquisition, engagement, retention, and growth both directly and via Connectors
* To lead the B2B proposition management team to meet key retention and growth targets through the provision of propositional developments and the identification (and reaction to) risks and opportunities. Blending the creativity needed to identify and achieve unique propositions for Nest with a highly developed sense of commerciality
* Identify, develop, and launch innovative and appropriate propositions tailored to different employer and Connector cohorts and segments, working with colleagues across B2B and Nest Experience to ensure the successful implementation of such
* Manage budgets associated with proposition development and ensure return on investment (ROI) is achieved for all marketing and development spend, making resource and prioritisation decisions based on the commercial and strategic importance of existing and potential employer customers
* Set and monitor key performance indicators (KPIs) to measure the effectiveness and success of propositions, making adjustments as needed to ensure continued relevance and impact
* To work with colleagues in Nest’s marketing and Account Management teams to support the organisation of and attendance at in-person and virtual events as appropriate for the segmented employer and Connector audiences
* To actively participate as a senior leader within the B2B team, providing support and expert guidance to the B2B Proposition Director
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## Deliverables

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| * Reporting to the B2B Propositions Director, lead the business on what our employers and Connectors need now and next to meet Nest’s purpose of delivering financial peace of mind for all. Identifying and initiating, though the B2B Propositions Managers, appropriate propositional development opportunities to support Nest’s retention, development and acquisition objectives for employers
* Provide leadership to the B2B Proposition Managers, ensuring the successful design, development, and execution of value propositions
* Foster a high-performing, inclusive team culture that encourages creativity, collaboration, and accountability
* Ensure a strong commercial focus to deliver and maintain commercially viable propositions to retain and develop Nest’s employer market share, the derived number of ‘Nest Jobs’ and level of scheme contributions, as agreed in applicable targets with the B2B Proposition Director
* Maintaining a view of retention risks across our employer accounts and working with the Heads of Account Management to ensure alignment of approach
* To seek and develop appropriate acquisition opportunities in the employer market, to meet targets agreed with the B2B Proposition Director, through utilisation of the B2B Business Development Manager and Nest’s marketing function
* Champion a truly customer centric approach, monitoring and seeking to influence, through propositional developments, Nest’s key employer experience metrics as agreed with the B2B Proposition Director
* Utilise market, customer, financial, and operational insights to identify opportunities for new proposition development or optimisation of existing propositions. Ensure propositions are data-driven and aligned with customer needs and behaviours, keeping a focus on regulatory and industry changes
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## Relationships and autonomy

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| * As a senior role, delivering a crucial function for Nest, the role will confidently operate with Head of peers and Directors, Executive Committee and the Board
* It must work collaboratively with every part of Nest and key partners such as TCS to ensure Nest’s B2B Propositions strategy is understood and successfully delivered
* It will manage the achievement of KPIs and will seek and manage the appropriate budget and resources to do so
* As well as being an expert on Nest’s customers, their behaviours and needs, the role will continue to seek external sources of best practice including working with relevant partners, industry forums, peer-to-peer opportunities and influencers
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# Role requirements

## Experience and technical skills

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| * Extensive experience at Head of (or GM or Director) level in consumer proposition development and management, preferably within Pensions, Financial Services or related sectors, or similar regulated service sectors, and with existing customers bases with many millions of customers
* Significant and successful team leadership experience, with a demonstrated ability to hire, grow and motivate a high-performing team
* Extensive customer segment strategy development and execution skills, with ability to demonstrate previous success of delivering unique propositions that have transformed business success
* High comfort with influencing including to Board level with strong communication and ‘story telling’ skills
* Proven track record of delivery of simultaneous large-scale, complex propositions that deliver great customer and business outcomes
* Ability to lead cross-functional teams and manage multiple stakeholders, including regulatory bodies and external partners
* Strong analytical mindset with experience in using data-led methodologies to inform proposition design
* Strong commercial acumen and financial management skills, with experience in building business cases and managing budgets effectively
* Experience and comfort working across the marketing mix: pricing, product, channels, communications, service etc
* High comfort with matrix agile ways of working
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## Personal attributes

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| * A visionary leader, capable of motivating and inspiring teams, with the confidence and gravitas to be regarded as a trusted advisor to senior colleagues
* Naturally, passionate about customers and continually seeking news way to understand and anticipate their needs
* Equally passionate about high performing teams and providing continuous sources of motivation and inspiration and fostering a team culture of innovation, accountability and collaboration
* Excellent communication and influencing skills, with the ability to engage stakeholders at all levels
* Strong commercial acumen and decision-making abilities
* Able to balance patience and tenacity as Nest builds new capabilities against a backdrop of competing priorities
* Highly motivated and self-managed, able to work without supervision to an agreed framework
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