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| Market and Competitor Analyst |
| Customer Insight |
| Data, Analytics and Customer Insight |
| **Grade:** 2M |

**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 to use its data and insight to drive decision making. The Data, Analytics & Customer Insight (DACI) Team is leading how we do it: putting our customers at the heart of our work and helping colleagues to understand and use our data.  Our work enables Nest to continually learn, improve how we work, and create value so that we can deliver a better retirement for millions.    The department includes:   * **Data** – planning and delivering how we manage high quality data as an enterprise, making it easy for BI, analysis and modelling to happen and be automated * **Analytics** – taking data and creating value for the organisation, understanding our customer and our business; doing descriptive, predictive, and prescriptive analysis and modelling to help Nest make decisions. * **Customer insight** – putting our customers at the heart, understanding their needs through empathy, research, surveys, and digital insight * **Business Intelligence** – delivering data visualisations to make Nest’s data intuitive to understand.     If you love data and insight, and you’d like to help us on this journey, come and join us. |

# The role

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| Over the last two years the Customer Insight team working together with Nest’s Strategy team has been managing a “Competitor Hub” on Nest’s intranet. In the Competitor Hub, we display key information and reports on the UK Defined Contribution pensions market. The hub contains general market analysis, key metrics to compare how providers are doing in terms of size, scale and performance, and dedicated pages for key competitors. For the individuals managing this activity, the work has been very much “side of desk” and a subsidiary part of their roles. We have decided to reinforce these activities by appointing an analyst who will be working full time on this - not just to gather information but to provide valuable insight and put forward recommendations for decision making to develop Nest’s products and services.  It is important also to note that as this is a new role, the successful candidate will have an opportunity to shape it. We would welcome new thinking on how to make the outputs and recommendations more impactful and put into practice by the organisation. This individual can play an active part in supporting Nest in developing a truly commercial mindset, a key element of our corporate strategy.  The role covers the following:   * Management of Nest’s Competitor Hub to ensure a continuous feed of fresh, relevant and topical information for stakeholders * Managing external suppliers for supply of market and competitor reports and internet / social media monitoring * Developing a network of Nest employees to help monitor competitor activity – manage flows of information coming from them and flows of information going out to them. * Drafting regular and ad hoc market and competitor reports for a range of stakeholders across Nest * Liaison with stakeholders to provide customised reporting * Regular reviewing of Nest’s market and competitor monitoring activities to ensure improvement |

# Scope and deliverables

## Accountability

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| * Embraces change, works collaboratively to understand how we can continually improve.   + Delivers insight within context, and ensures the level of complexity is appropriate to the audience   + Contributes to efforts to build the culture of the team * Delivers analysis on a range of topics, but with a specific focus on what the insights mean for Nest:   + Understanding of all aspects of Nest’s purpose and transformational vision and what that means for stakeholders - in order to properly inform and guide the direction of market analysis and competitor reporting.   + Tells stories with data, understand and improve processes, and shares insights that help the scheme deliver the best outcomes for our members.   + Ensure that embedded in Nest’s competitor and market reporting we have relevant conclusions, recommendations, and/or explanations of limitations, to guide decision making and action.   + Ensure that activities are proportional to the requests and reflect overall business objectives * Responds to briefs to provide analytical support to a range of measurement, projects and ad hoc analytical requests encompassing ‘business as usual’ (BAU) work, key programme initiatives and strategies and ensuring this support is flexible and adaptable to future changes and business requirements. * Makes proactive suggestions for reporting and analysis to support BAU work and other activities as outlined above. * While at the outset there will be no formal line management responsibilities the individual will be able to draw on others in and outside the DACI team who have worked on the Competitor Hub to help support reporting activities. * Proactively works with other parts of DACI to bring in other insights to supplement market and competitor reporting, ensure we are working as a team to deliver reports with complete holistic context. | |

## What is Expected of You

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| * Regular and ad hoc reports to all levels of the business, from the Executive Team and Nest Board down to all Nest staff. * Maintaining the Competitor Hub and associated flows of information in and out * Ensuring work is delivered in the most appropriate format for the audience. This may be in Word, PowerPoint, Excel, PowerBI or any other tool deemed appropriate. * Ensures delivery of work is consistent and methodical, so it can be continually replicated, governed and improved. |

## Relationships and autonomy

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| * You will be expected to have fairly regular interaction with senior managers and Heads of Nest Directorates, along with periodic interaction with the Nest Executive Board and Trustees * Partnering with colleagues and SMEs from across the business on a regular basis, you will constructively challenge them and manage how they are using the insight you deliver. To provide better insights you will proactively include other experts in the team when required. * You will work closely with external suppliers to ensure the best possible briefing and supplier management to achieve optimum supplier performance. * You will work seamlessly between Nest colleagues and outsource partner colleagues to ensure we are delivering as one team. |

# Role requirements

## Experience and technical skills

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| The candidate should be able to illustrate their ability in this field by providing evidence of previous experience in a market / competitor analysis role, preferably in the financial services sector. This experience could be either on the client or supplier/agency side.  You should be able to provide evidence of knowledge of the UK Defined Contribution pensions market, and applying this knowledge to insights and recommendations in previous roles, along with:   * Evidence of co-working with other analysts / researchers in previous roles. * The ability to assess and interpret market data thoroughly in order to highlight what is important to the business and make appropriate recommendations for action |

## Personal attributes

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| * Analytical –able to find insight and ask new questions. * Empathic – always considering the impact on others (both inside and outside of the team) * Curious – Interested in industry developments (Ie methodology, technology, changes in legislation, etc) * A problem solver * Communicative – to be able to communicate what you have learned from your work using a variety of techniques. * Commercially savvy – an ability to interpret market and competitor activity and make assessments on commercial impact on Nest, either independently or in collaboration with relevant subject matter experts (SME’s) * Drive – a willingness to learn new types of research methods, industry background, a new product. To do so from scratch if necessary. * Proactively 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 very 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 directorate 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 really enjoy working together in such a purpose-driven organisation. We’re at the early stages of a transformation, and it’s an exciting time for us.  Although we’re a relatively young scheme (we have just celebrated 10 years of investing), over the next few years it will continue to develop into one of the largest schemes in Europe with contributions increasing at circa £10bn annually.  We work in 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, along with external analytics, research and market insight suppliers. |

## Working pattern

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| Full-time, but flexible working available. Nest adopts a hybrid approach to working. For this role, the individual would be expected to attend Nest’s office at Canary Wharf, London, at least 2 days a week. |

## Grade Descriptor

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| Nest Grade 2M. Description as follows: | | | | |
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| **Business Impact** | **Communication** | **Innovation & Change** | **Knowledge & Expertise** |
| Works to achieve operational targets with a significant or direct impact on directorate's results in a short-to mid-term through delegation to a team.  Works on larger, complex projects/ assignments and responsible for setting day-to-day objectives for a small team or project team. | Works to influence others internally and externally to Nest. to articulate job directorate’s view/practices and drive new concepts, practices, and approaches.  Typically convinces external and internal parties that have a desire to reach an agreement.  Requires ability to communicate with leadership regarding matters of significant importance to Nest | Responsible for making modifications to systems or processes within own job area.  Leverages past experiences and knowledge of other practice in the industry to improve the competitive position of Nest.    Problems and issues faced are typically difficult. Solutions are not necessarily based upon defined procedures and require considerations of other job areas within Nest.  Extensively analyses problems to seek understanding of the root cause of the problem. | Requires knowledge of job area, typically obtained through education combined with extensive experience.  Will have practical knowledge of project or some team management.  Responsible for providing.  guidance, coaching and training to other employees within job area.  Manages projects at this level, requiring responsibility for the delegation of work  and the review of others’ work product. |

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