

Strategic Communications Lead

We're looking for a sharp, collaborative communications professional to help deliver standout moments across the next year. You'll be central to our growing communications team and our first year with a new brand identity – having evolved to become the Centre for Inclusive Money at Nest (previously Nest Insight).

Location	Canary Wharf, London
Workplace	Hybrid (minimum one day/week in-office)
Employment	Fixed term contract: the initial term for this contract is 12 months

About the Centre for Inclusive Money at Nest

The Centre for Inclusive Money at Nest is a public benefit research and innovation centre. 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 build and amplify deep, rigorous insight into the lived experience of low- and moderate-income households, seeking to better understand how people actually earn, spend, save, cope with the unexpected, and invest for the future.

We develop innovative solutions grounded in that understanding. We test them in the real world. We gather robust, rounded evidence about what genuinely makes a difference. And throughout, we work with the people who have the power to act – industry, employers and government – to turn that evidence into lasting change; informing decisions and catalysing the adoption of what works at scale. We work inclusively and collaboratively across boundaries and silos, because we know no single organisation can deliver this kind of change alone.

We are building towards a fairer and more inclusive system of joined-up products and services that meets people where they are, supports their diverse needs and makes 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.

The Centre for Inclusive Money was founded by Nest, the workplace pension provider built to give everyday workers somewhere good to save – already supporting more than 14 million people to plan for the future. We work with a wide range of organisations to explore, test and scale new ideas in the real world.

For more information visit www.inclusivemoney.org.uk.

About the role

This is a key role in building and delivering Inclusive Money's communications strategy – and nurturing the reputation of Inclusive Money as the guiding voice on financial security in the UK. The Strategic Comms Lead will:

- Partner with research, innovation and partnerships colleagues, providing counsel on maximising project impact and distilling funding and project communications requirements
- Help set out the programme comms plan with an effective, congruent set of launches and campaigns, leading on coordinating key launches and campaigns
- Lead on Inclusive Money's 'launch' capability – creating shared visibility of upcoming launches and campaigns, improving processes, and enabling the communications team to align resources and objectives
- In partnership with the Public Affairs Lead, support the Associate Director of Comms in building an ambitious, tenacious, supportive culture that empowers the comms team to grow and succeed together

Centre for Inclusive Money at Nest is a flexible workplace. We're open to a range of working arrangements so that the role works for you.

Accountability

This is an individual contributor role – but with an important role to play in coaching, briefing, and working alongside colleagues in the communications team (and more broadly).

The individual will lead or support on procurement, processes and colleague capability building which relates to the 'launch' capability in the communications team, as well as press office management.

Deliverables

This is a role with a high degree of autonomy. The individual will play a key role in working with the Associate Director of Communications and Public Affairs Lead to build and improve the communication's team capabilities and processes – but they will often represent Inclusive Money when engaging with senior stakeholders and officials externally.

Month to month, you'll be working on:

- › Cementing visibility and understanding of our new brand identity
- › Communications counsel to our programme teams, on a quarterly and ongoing basis
- › Co-creating and rolling out our bi-annual comms plan, with launches / campaigns serving each project
- › Managing individual launches/campaigns, briefing colleagues in comms and beyond and supervising delivery
- › Content guidelines and toolkits – e.g. messaging and FAQs – which enable the wider team to create / repurpose content, and stepping in when required to create key pieces of written content
- › (In tandem with the Public Affairs Lead) Reviewing content and providing ongoing support and feedback to comms specialists and external resources
- › Managing our media relations – both inbound enquiries and outbound media planning/outreach for specific announcements when required

Role requirements

Key professional skills with demonstrable experience:

Communications campaign planning - in particular, planning cross-channel campaigns and launches

Verbal and written communication, including copywriting and document proofing (for accuracy and tone)

Press office management, including proactive media relations, managing announcements and media monitoring

Experience with channels beyond media relations preferred – such as event planning/management, content marketing, social media and/or copy writing/editing

A 'corp-sumer' blend of experience across B2B and B2C is preferred

Competent with Microsoft Office, CMS (e.g. WordPress) and basic design tools

Personal attributes:

- › Strong relationship builder / manager
- › Comfortable managing senior stakeholders and competing deadlines and needs
- › Flexible pragmatism, with ability to dive into detail (e.g. on comms plans and messaging) when needed – but also able to step back, see the big picture and know when to prioritise efficiency and 'good enough'
- › Supportive team player
- › Able to deliver (and support others to) at pace

We are open to consider a variety of backgrounds. Other roles you may have experience of include:

Communications Lead; Senior Communications Manager; Senior Account Manager (in-agency); Communications Manager / Account Manager (in-agency) with readiness to step into a role with greater autonomy.

If you meet a majority of what we're looking for, please still apply. We understand not everyone will meet all the requirements.

We are reviewing applications regularly as part of our recruitment process.