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| Customer Strategist |
| B2B & Member Proposition teams |
| 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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| Give a brief description of the role. |
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| The role will support the continual development of Nest’s Customer Strategy covering our three key customer groups; members, employers and third parties (including Nest Connectors, payroll software providers, advisers and benefit providers). |

# Scope and deliverables

## Accountability

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| * Accountable to the B2B and Member Proposition Directors for reviewing Nest’s customer strategy to ensure it remains relevant to our key customer groups and corporate objectives, across all key levers (channels, product mix, pricing etc.)
* Analysing internal and external market data to interpret the potential impacts upon Nest’s customer strategy
* Reviewing data on competitor propositions and undertaking gap analysis on Nest’s strategic intent
* Performing future scenarios analysis on the UK pension market and relevant adjacent markets to support provision of ‘house views’ on the potential impacts of market movements
* Leading on specific one-off customer strategy topics that impact either or both segments
* Liaising with Strategy, Policy and Nest Insight colleagues to ensure Customer strategy requirements are reflected
* Interacting with wider industry thought leadership groups and events to ensure maintenance of knowledge and awareness
* Working with the wider NX and Nest corporation teams to convert strategies into actionable plans
* Leads strategic preparation for annual planning process, ensuring each plan is resilient for future success
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## Deliverables

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| * Maintenance and updating of Nest’s Customer Strategy
* House views on Nest competitors and markets
* Scenario analysis for UK pension market and relevant adjacent markets
* Strategic view on topical one-offs
* Strategy input to annual business plans
* Liaison with Strategy, Policy and Nest Insight colleagues
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## Relationships and autonomy

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| The role will report to Director of B2B Propositions though will also have a dotted line accountability to the Director of Member Propositions. Will be expected to work closely across NX and wider Nest teams and would expect to be comfortable interacting with and influencing Heads of and Directors. |

# Role requirements

## Experience and technical skills

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| * Proven experience of analysing customer trend data and generating customer strategies
* Ability to lead and motivate indirect reports and have gravitas in the subject
* Work with the existing research and commission additional areas as and when required
* Knowledge and experience of applying of strategic frameworks, tools and techniques to structure analysis
* Experience of influencing senior stakeholders to adopt new or adapted strategies
* Knowledge of appropriate customer segments – members, employers and third parties
* Experience of Pensions sector or similar / adjacent preferred ideally including existing network of established contacts across the sector
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## Personal attributes

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| * Proven ability to build effective relationships with both internal and external stakeholders at all levels, and influence outcomes
* Very strong written and verbal communication skills
* Confident in presenting at board level
* Comfortable with change and shifting priorities
* A genuine enthusiasm for playing a critical role in enabling Nest to deliver on its customer strategies and deliver for our target market
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