



Associate Director of Communications, Nest Insight

Recruitment pack and information for applicants

Welcome and introduction

Thank you for your interest in this critical role in the Nest Insight team.

Nest Insight is a public benefit research and innovation centre. We exist to find ways to support low- and moderate-income workers to be financially secure, both today and into retirement.

We focus on understanding the lived experience of people on low and moderate incomes, learning about their financial needs, challenges and goals through rigorous and thoughtful analysis. We partner with employees, product providers, academics and policy makers 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.

- › To have the impact that we want to have, to really improve financial security for millions of people, we need to do more than just build the evidence. We need to take that evidence to people who can use it – the people who have their hands on those levers of scale. That means building our brand and talking about our work in compelling ways, in the right places to make sure it reaches the people we want to reach. It also means being part of policy and industry conversations and building a community of changemakers. That's where you come in.
- › In the past year, we've achieved significant cut-through for some of our key priority issues. Our work contributed to a commitment in the Labour review of financial services to address the regulatory barriers to wider adoption of workplace savings tools, now a focus of the Government's financial inclusion work. Through the year we continued to achieve increased cut-through into the national media's consumer finance coverage and in May our groundbreaking Real Accounts work was featured on Radio 4's You and Yours. In November we launched the conclusions of that work at a parliamentary reception hosted by Torsten Bell MP, and held a separate event in partnership with the Co-op to promote workplace savings to Manchester-area employers, with Manchester Mayor Andy Burnham introducing the event.
- › This is an important moment for our whole team and especially for how we think about communications and impact, with a major new programme, a growing team and an ambitious strategy to deliver. We want to build on this progress and take the next step in our impact. If you think you can help us, we'd love to hear from you. In return, we can offer you an opportunity to work with an incredible team of committed people who have worked together to build a culture that is collaborative, supportive and inclusive, while remaining absolutely focused on the impact we want to have.
- › We are fully committed to equity, diversity and inclusion in how we recruit, in the culture that we are building and in the way that we deliver our programme. That you share this commitment, alongside a passion for improving financial security for the millions of low- and moderate-income workers in the UK, is essential.
- › Thank you again for your interest in this role – we look forward to hearing from you!
- › **Will Sandbrook, Managing Director, Nest Insight**



About Nest Insight

Our purpose is financial security for every household

Our mission is to find what really works in supporting low-, moderate- and volatile-income workers to be financially secure, both today and into retirement.

Our work is about helping people and households cope with financial shocks, build up savings, and create lifelong wealth.

Our theory of change is that a deep understanding of the lived experience of low-, moderate- and volatile-income workers can lead us to identifying policy and market solutions that could help. We robustly test those solutions to identify what works, engaging throughout with industry, policymakers, employers and others who can support delivery at scale.



Our history and relationship with Nest

Around one in three workers saves with Nest, making it one of the largest pension schemes in the UK. Nest's 13.7m members are predominantly those with lower and moderate incomes.

In 2016, Nest established Nest Insight to ensure there was a truly robust public benefit research and innovation centre working to understand and address the challenges facing savers in achieving financial security in the round. Nest's purpose is financial peace of mind for all, and Nest is a proud supporter and the home of Nest Insight.

Our team...

...your future colleagues

The Nest Insight team is about 25 people, working across strategy, programme delivery, communications, managing our strategic and funding partnerships and managing our day-to-day operations. We have a mix of permanent and fixed-term colleagues according to our portfolio of projects at any given moment.

Our team is drawn from all sorts of backgrounds including research agencies, academia, charities, think tanks, consultancies, the public sector, the arts and international development. We're a diverse group, connected by our shared passion for improving household financial security and a commitment to working collaboratively and supporting each other.

We're proud of the culture that we've built, but also committed to continuously building on and improving it. We strive to be a work community and environment that people genuinely enjoy and where they can grow and develop.

Our communications team currently comprises three permanent and three interim roles working across strategic comms planning, events, social media, design and production, media engagement and public affairs and engagement. We operate a central communications team, led by this Associate Director role, but with team members also working within key delivery projects on a matrix basis. This ensures we can embed strategic communications and impact thinking within those projects from day one, while also maintaining a central community of comms professionals and expertise. Continuing to build on and develop this model will be a key focus for you in this role.



Members of the team out and about together, including at our events and away days...

Our impact

Our approach to impact is to build a robust, decision-useful evidence base for what really works, and to take that evidence base and the conclusions we draw from it to those who can really impact financial security at scale: policy-makers, employers and financial services providers. We achieve this through:

Convening



We bring together people working across different parts of the system around low- and moderate-income households to spark conversations, challenge assumptions and build a shared understanding of how to make things work better to support financial security for all.

Clockwise from top left: speakers at our Westminster Emergency Savings reception, March 2024; Queen Maxima of the Netherlands in her role as UN High Commissioner's Special Advocate for Financial Health and other round table attendees, November 2024; Torsten Bell MP, at our Parliamentary launch for our Real Accounts work, November 2024; one of the panels at our 2024 Nest Insight conference, July 2024.

Engagement and earned media



National media coverage in the last 12 months has included the FT, the Guardian, the Times, The I, Mail Online, as well as a feature on Radio 4's You and Yours programme

Influencing the influencers



Our work has informed proposals and been cited in work by the Fabian Society, the ABI, PLSA, Resolution Foundation and the Institute for Fiscal Studies

Partnerships



We work collaboratively and in partnership with others.

We work with employers including the Co-Op, Bupa and SUEZ. Our funders include the BlackRock Foundation, JPMorganChase, MaPS and abrdn Financial Fairness Trust. We've worked with academics from Nottingham, Warwick, Harvard, Yale, Aston and Glasgow Caledonian universities, and with providers including Moneyhub, Wagestream, Penfold, Nest, PayCaptain, TransaveUK, Salary Finance and Yorkshire Building Society.

About the role - overview

Key details

Job title: Associate Director, Communications

Reports to: Managing Director, Nest Insight

Managerial Accountability: Communications team (currently 6)

Location: Hybrid – expected to be in our Canary Wharf office on Tuesdays, and other ad-hoc days as needed as a minimum.

Contract type: Permanent – full-time/part-time/job-share/flexible working patterns considered

What are we looking for?

We're seeking an Associate Director to lead our communications, engagement and public affairs work, developing and implementing a communications strategy to deliver our impact objectives and to deliver high-impact dissemination and engagement campaigns and programmes. This is a leadership role, reporting to the Managing Director, leading our communications team (currently 6 people) and helping to lead the wider Nest Insight team as part of our management team. We're looking for someone who will help the entire organisation to be brilliant at communicating internally and externally, role modelling exceptional communications skills and building capacity.

This is an exciting role joining at a critical time. Over the last few years, we've grown our team, programme and impact significantly. In parallel we've grown our communications team. The team has been under interim leadership for the past year, during which time we've developed a new comms strategy and made significant progress in increasing the reach of our work. We're now looking for a permanent leader for the team to help us to take the next step in truly maximising our impact and influence. There is a lot of scope to be creative and try new things, in a highly supportive and collaborative environment. This is a highly-motivated and passionate team, and the role is a fantastic opportunity for someone who wants to maintain involvement in delivery as well as stepping up to or maintaining a leadership role.

As part of our management team, the postholder will play a critical role in delivering the overall strategy for the Nest Insight, ensuring we have the brand identity, communications plan and supporting structures and processes we need. You will be responsible for developing audiences and growing our reputation and visibility. You will work with your team and more broadly with other Nest Insight colleagues to enhance and evolve our approach, making sure Nest Insight messages reach wide and relevant audiences and promoting Nest Insight as a leading public benefit research and innovation centre. You will also work closely with the Nest Insight development team to publicly showcase our partnerships with Nest and our other funders and collaborators, to join up and amplify communications approaches with them and to meet their branding and communications requirements.

The postholder will oversee Nest Insight's media relations strategy to gain maximum positive coverage and build relationships with key journalists in mainstream media and the trade press. They will enjoy building relationships and networks with stakeholders at all levels, internally and externally, and creating a vision of shared purpose. They will have a close knowledge of current best practice in managing social channels and developing engaging content. They will have a keen sense of how to tailor communications for different audiences, including potential funders, and of how to leverage our public-facing events programme to increase our impact and reach, as well as experience in public affairs and direct engagement with political, policy and industry audiences.

Nest is committed to helping employees develop their skillsets and progress in their careers and a variety of training opportunities will be available.

We are open to part-time and job-share candidates.

About the role – key responsibilities

We are looking for someone who can work with us to shape what is needed in this role and from the wider comms team. But the responsibilities of the role will include:

- Overall accountability for the development and delivery of Nest Insight's communications, events, media relations, social and digital media, corporate communications, brand and design, public affairs and stakeholder engagement approaches and activity.
- Development and ownership of the communications strategy, reporting regularly to the managing director on progress against objectives.
- Leadership of our communications team, supporting their personal and professional development and directing their work to a high standard. Setting a focussed and supportive team culture, role-modelling high professional standards and expectations, respect for others and a collaborative approach.
- Direction of high-profile, high-impact dissemination campaigns, working collaboratively with colleagues and partners, ensuring successful delivery on time and on budget with funders and stakeholders engaged throughout.
- Steering production of high quality, impactful content, including publications, events, blogposts, infographics, social media content and articles.
- Leading an effective stakeholder engagement programme for all relevant audiences, including in Parliament and government and in industry, exercising due propriety and always following relevant guidance and guidelines.
- Developing Nest Insight's relationships and networks, and cultivating new ones, with a wide range of stakeholders.
- Building Nest Insight's audiences and developing our brand identity and visibility – working in alignment with the Nest communications and brand team where appropriate.
- Supporting delivery on branding and crediting commitments to existing funders and seeking ways to increase awareness of those partnerships.
- Staying aware of emerging trends in policy and research communications and identifying new opportunities to boost Nest Insight's reputation and visibility.
- Developing Nest Insight's communications capability, approaches and resources. Sourcing, appointing and managing suppliers in line with managing public money and other relevant requirements.
- Managing and avoiding risk, helping the organisation see around corners and anticipate issues which could impact negatively on its reputation or effectiveness.
- Ensuring that all communications programmes and activities are fully accessible, and that Diversity, Equity and Inclusion is actively prioritised by the communications team.
- Advise the Managing Director and management team on internal communications and employee engagement as needed as the team grows.

About you

Person specification

You will have proven yourself as someone able to be flexible, proactive and able not only to oversee but to deliver across a wide range of communications disciplines.

You relish bringing clarity to technical topics for a range of audiences.

You can motivate and develop a small and able team, setting high standards and prioritising their wellbeing and professional development.

You are recognised as a collaborative leader with a people-first approach. You are committed to prioritising diversity and inclusivity in everything you do, within the team, as a leader, and in how you think about our communications work and reputation externally.

You may already be in a broad comms leadership role, or you might be looking to step up into one for the first time having led or specialised in one or more comms disciplines within a broader team or acted in a more generalist strategic communications role.

You will be passionate about improving financial security for low- and moderate income workers. You may bring existing knowledge of pensions, saving, debt, financial wellbeing or related areas, but you might also come from a different area of expertise but with a track record of quickly becoming familiar with technical and policy areas.

Who you will work with

You will report to, and work closely with, the Managing Director of Nest Insight.

As a member of the Nest Insight management team, you will work closely with senior colleagues leading other aspects of our work – programme delivery, strategy, partnerships and development, governance and operations.

You will lead and line manage our communications team, which currently comprises three permanent and three fixed-term roles.

You will work with colleagues across the rest of Nest Corporation, including in particular the communications, public policy and strategy teams

You will build and maintain key relationships with external stakeholders including civil servants, delivery and funding partners, like-minded and influential organisations working in research and policy, and trade and national journalists.

Benefits

Salary: £85,000, with annual cost-of-living reviews and discretionary bonus

Additional Benefits:

- Pension scheme with an 8% default employer contribution, 5% employee contribution, plus additional optional matched contributions
- Group life assurance
- Income protection
- A genuine commitment to work-life balance, supported by
 - 25 days annual leave, plus Christmas Eve and your birthday.
 - Core leave entitlement rising to 30 days based on service over time
 - Buy up to an additional 10 days annual leave per year if desired
 - Flexible working, part-time, job-share, compressed hours patterns
 - Enhanced maternity, shared parental and adoption leave after 12 months service
 - Option to apply for a sabbatical after 2 years service
- A commitment to your development, including:
 - Individual learning budgets
 - A central learning hub
 - Paid-for professional memberships/subscriptions

Commitment to our wider social impact, through:

- 4 volunteering days per year
- Opportunity to mentor interns and junior colleagues, plus a reverse mentoring programme to support our objectives around racial diversity
- A calendar of DE&I events including our 'let's talk about...' staff discussion events, external speakers and campaigns marking key events such as Black History Month and Pride
- A network of DE&I working groups through which you can participate in our efforts to ensure we have a diverse and inclusive workplace and culture
- Supporting charitable giving through Give as you Earn and fundraising in support of a nominated charity of the year

Support for your wellbeing, through:

- Our employee assistance scheme
- Staff champion networks for mental health and the menopause
- Eyecare vouchers
- Free health screenings
- Flu vaccinations
- An office environment designed with your wellbeing in mind
- Support for the cycle to work scheme
- Access to the Civil Service Sports and Social Club

How to apply

To apply, please visit our [careers website](#) where you can also find more information about [Nest](#) and our [recruitment process](#).