

ABOUT US

Our mission is to help everyone achieve a better income in retirement. We work to get more people and money into retirement savings, to get more value out of those savings and to build the confidence and understanding of savers.

We represent the defined benefit, defined contribution, master trust and local authority pension schemes that together provide a retirement income to 20 million savers in the UK and invest £1 trillion in the UK and abroad. Our members also include asset managers, consultants, law firms, fintechs and others who play an influential role in the governance, investment, administration and management of people's financial futures.

JOB PURPOSE

- ▶ Proactively lead on all the PLSA's marketing and communications activity.
- ▶ Build and maintain effective and engaging relationships with members.
- ▶ Lead on the development and implementation of the PLSA's sales and business development strategy.
- ▶ Contribute to the strategic and operational leadership of the PLSA.

KEY RESPONSIBILITIES

- ▶ Responsible for building a best in class marketing and communications strategy which clearly aligns and supports the PLSA's overall strategic objectives.
- ▶ Design and implement a marketing programme for all PLSA activity, particularly focusing on the PLSA policy, membership and commercial services.
- ▶ Responsible for all PLSA member communication channels to ensure that they are consistently managed and clearly disseminated.
- ▶ Deliver a highly effective member engagement strategy and programme that ensures the PLSA is connected, and connecting, across the breadth of our membership.
- ▶ Gather intelligence and feedback covering our policy work and member services so that the PLSA is able to reflect its members' concerns and needs.
- ▶ Work with colleagues to ensure that reliable data about members and prospective members is collected and maintained.
- ▶ Lead and take responsibility for generating around £8 million income each year from our membership fees and commercial activity.
- ▶ Lead on the assessment and analysis of new development opportunities for the PLSA, ensuring their robust consideration and overseeing the development of suitable implementation plans.
- ▶ Lead, manage and inspire the Membership Relations and Communications team. You will also be a member of the PLSA's Senior Management Team.
- ▶ Provide clear direction, feedback and coaching to create a culture of high performance that celebrates achievement and rewards individual contribution.

- ▶ Keep abreast of key market developments in order that they inform the development of membership relations and communications activities.

ESSENTIAL EXPERIENCE

- ▶ Substantial experience leading membership, business development, marketing and communications teams.
- ▶ Demonstrable experience of operating at a senior level in a complex organisation.
- ▶ Extensive experience of developing compelling membership marketing and communication strategies and plans that meet business objectives.
- ▶ Evidence of successfully forging and maintaining effective relationships.
- ▶ Successful track record in a membership engagement role, with a thorough understanding of gathering market and member intelligence, providing member support and growing membership.
- ▶ Demonstrable commercial sales and business development at a senior level in a membership, not-for-profit or third sector organisation.
- ▶ Evidence of actively contributing to the development of broader business strategies that use a variety of channels.
- ▶ Extensive experience of providing innovative and customer-focused solutions to business issues.

DESIRABLE EXPERIENCE / KNOWLEDGE

- ▶ Understanding of working in a membership organisation.
- ▶ Knowledge of the current issues affecting pensions.

KEY SKILLS AND PERSONAL ATTRIBUTES

- ▶ Outstanding leadership skills; able to lead, motivate, inspire and get the best out of people.
- ▶ Excellent communication and interpersonal skills at all levels.
- ▶ A naturally collaborative style; able to negotiate and work with all audiences to get the best result for the business.
- ▶ Commercial acumen and innovation – the ability to spot opportunities and exploit the potential value with innovative propositions.
- ▶ Innovative and curious; open to new ways of thinking and working with a focus of continuous improvement.
- ▶ Ability to develop trust across a range of audiences.
- ▶ Proven experience of managing people, resources and budgets.
- ▶ Proven experience of operating at a senior level within organisations.

ACCOUNTABILITY

- ▶ The post reports to the Chief Executive.

SALARY AND BENEFITS

- ▶ Circa £125,000 salary.
- ▶ Eligible for a non-pensionable bonus each year of up to 15%, subject to the overall performance of the PLSA and performance against agreed objectives.
- ▶ In addition to UK public holidays, holiday entitlement will be 27 working days per calendar year.
- ▶ Eligible to join the PLSA defined contribution pension scheme which offers an employer contribution of up to 15% (if you put in 5%) and 10% if you put in 0%.
- ▶ Other benefits include life insurance cover, income protection insurance, interest-free season ticket loan and a cycle to work scheme.

LOCATION

- ▶ The post is based in our London office on Chiswell Street, but flexible working arrangements are supported.

APPLICATION AND FURTHER INFORMATION

- ▶ If you are interested in applying please send a CV and a letter in support of your application to our HR Manager Sam.Cannon@plsa.co.uk by 5pm Wednesday 5th February.
- ▶ If you would like to discuss this opportunity please email Sam on the above email address.
- ▶ Interviews will be held on or around Wednesday 12th February.