



JOB TITLE: Content Marketing Manager

About EARN

EARN is a national non-profit helping working families achieve prosperity through savings. As the nation's leading microsavings provider, EARN designs and launches savings tools that create financial stability for America's most economically vulnerable populations. EARN's ultimate vision is that well-informed American households will achieve financial success through proven strategies, fair public policy and their own hard work.

Content Marketing Manager

Are you a great storyteller and a captivating writer? Are you looking to make an impact with your talents to help EARN share well-curated and inspirational financial content with our rapidly growing online community? EARN is looking for an ideal candidate who is proven in orchestrating creative, integrated, and cross-channel content strategies in an intriguing way. You seek to understand the hearts and minds of our audiences, listening and continuously learning from them to engage them in the most relevant ways. You thrive when you can collaborate with others and inspire those around you. And you never settle for the status quo.

Reporting to the Director of Communications, EARN's Content Marketing Manager will have primary responsibility for creating innovative content for EARN's Savers and social media followers and tracking the success of that content. This position will work in coordination with other stakeholders at EARN to ensure our messaging and branding is consistent and impactful.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Content Curation and Creation

- Work with the Director of Communications to develop engaging financial content for our ever-growing community.
- Lead the writing of all outbound & product messaging to EARN members & Savers, in collaboration with EARN staff, creating best practices and processes organization-wide.
- Generate content marketing initiatives to drive traffic and engagement and compel people to take direct action to improve their financial lives with EARN.
- Gather EARN client and partner stories for events, campaigns, and other needs.

Email and Digital Marketing

- Manage digital outreach campaigns, including designs, calls-to-action, and content used. Increase our engagement with our Saver community by segmenting members based on behaviors, utilizing tools to maximize data collection and open rates, and minimizing list decay.
- Develop documentation and roadmaps to measure and report results of digital marketing campaigns.
- Establish baseline analytics with EARN's product team to understand and improve marketing results.

- Oversee SEO and Google AdWords.
- Manage earn.org and content management system, maintaining home page and updating site regularly.

Social Media

- With Director of Communications, build and manage an editorial calendar that engages different audiences across multiple channels.
- Create shareable content for specific networks to spread EARN's brand and content.
- Identify, interpret, and capitalize upon social media trends while ensuring all social media initiatives are tracked, measured and analyzed.

QUALIFICATIONS

- Minimum of 3-5 years' relevant work experience including a proven track record in content creation.
- Experience in developing and scaling online content in a member community a plus.
- Highly creative with strong writing skills and an editorial mindset who seeks to understand what audiences consume and how to create it.
- Ability to analyze content and social performance, fine-tuning according to analytics.
- Knowledge of the basic best practices of the main social media channels, which content and approaches work on each and why.
- Ability to work in a high-energy organization; a team-player willing to take on new challenges.
- Strong attention to detail, and excellent time management and organizational skills.

COMPETENCIES

- Deep commitment to EARN's mission serving low-income families across the United States
- Proficiency with Microsoft Office
- Knowledge in graphic design and familiarity with Adobe Creative Suite, including InDesign, Photoshop and Illustrator a plus.
- Knowledge of GSuite and Mailchimp a Plus.
- Working knowledge of Wordpress strongly preferred.
- Video editing skills a plus.

OUR OFFER AND COMMITMENT

The salary and benefits package for this position is competitive.

EARN values diversity in our workplace and encourage people of color, women, people with disabilities, people who are lesbian, gay, bisexual, or transgender, and anyone belonging to any other federal or state protected category to apply for this position.

YOUR NEXT STEP

If this opportunity sounds like you, please submit a cover letter, resume, and sample of written content for an online audience to jobs@earn.org by May 26, 2017. If you are not sure if this opportunity is for you, are simply curious, or know someone who would be perfect, please email us.