



JOB TITLE: **Marketing Associate**

WHO WE ARE

EARN is a national nonprofit helping working families achieve prosperity through savings. Through our SaverLife program, EARN designs and launches financial technology 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.

EARN is in the midst of a rapid transformation from a well-established direct service provider to a national organization working at the intersection of nonprofit service and financial technology. We have created the Marketing Associate position to help us recruit and engage users, craft a consistent, positive voice, and continuously iterate and improve upon existing and new communications.

THE MARKETING ASSOCIATE ROLE

Reporting to the Marketing Manager, the Marketing Associate leads day-to-day implementation in support of SaverLife's clear, consistent, empowering voice to Savers. The Marketing Associate manages the SaverLife communications calendar and works to optimize our existing communications in order to improve engagement and conversion and ultimately drive savings behaviors.

Saver Communications - 70%

- Manage a communications calendar for SaverLife users
- Create and schedule email communications to users in order to increase engagement and conversion
- Create and send SMS campaigns to users
- Develop chatbots and content to recruit new users, engage existing users, and grow our list
- Run A/B tests to optimize message open rates and engagement
- Continuously improve existing SaverLife communications, including programmatic emails, onboarding emails, and drip campaigns
- Record key engagement statistics and set goals for improvement

Social Media - 20%

- Craft SaverLife's social media tone and strategy
- Create and schedule social media posts in alignment with communications calendar
- Respond to social media posts in a timely manner

Other - 10%

- Tag SaverLife content resources

WHO YOU ARE

- Highly responsible
- An excellent writer and communicator
- Tech-savvy and willing to learn new technologies and platforms
- Able to work independently, plan, and manage multiple tasks simultaneously
- Attentive to detail
- Committed to EARN's mission and passionate for those EARN serves
- Honest, authentic, and self-aware

WHAT YOU BRING

- B.A. degree or A.A. degree in related field
- Experience with MailChimp a plus
- Experience with Adobe Illustrator, Photoshop, or Canva a plus
- Experience managing social media a plus

OUR OFFER AND COMMITMENT

The salary and benefits package for this position is competitive.

EARN values diversity in our workplace and we 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 it's for you, please submit a cover letter and resume to jobs@earn.org by March 29, 2019. If you are not sure if this opportunity is for you, are simply curious, or know someone who would be perfect, please email us.