JOB TITLE: SENIOR DIRECTOR, MARKET DEVELOPMENT

WHO WE ARE
SaverLife (formerly EARN) is a nonprofit on a mission — to inspire, inform, and reward the millions of Americans who need help saving money. Leveraging technology and strategic partnerships, we give working people the methods and motivation to take control of their financial future. Through our engaging SaverLife platform, we provide prizes, rewards, expert resources, gameplay, and support that’s proven to incentivize saving and spur new behavior.

As a purpose-driven nonprofit, we are uniquely positioned to lead systemic change. With our integrated network of employers, financial institutions, nonprofits, and advocacy groups we advance aspirational savings programs, analytic insights, and policy dedicated to a more equitable America.

SCOPE OF IMPACT
Reporting to the Chief Impact Officer, the Senior Director, Market Development leads SaverLife’s efforts to grow our user and customer base; expand our national partnerships and increase our revenues.

New Business Development (40%)
• Develop SaverLife’s overall business development strategy, focusing on employers, financial institutions, national nonprofits and other large channel partners that reach our target market.
• Identify and/or respond to new national initiatives: scope opportunities, prepare pitches, negotiate terms and lead the implementation from conception to completion.
• Monitor SaverLife’s value proposition and continuously recommend pricing, service and product improvements to keep us competitive.
• Create and implement a revenue and pricing model to support SaverLife’s B2B strategy and ensure we achieve our target revenue numbers.
• Craft and execute strategies for moving enterprise prospects through the sales funnel, with the goal of getting net new customers and deepening our footprint with existing customers.

Marketing (40%)
• Lead the marketing team in delivering integrated marketing programs for SaverLife products and services from inception to completion and measurement.
• Develop specific tactics to establish a robust customer base, increase overall channel production and revenues, and optimize SaverLife market share.
• Use resources and data to identify and develop marketing plans for targeted market segments.
• Employ a multi-touch approach, integrating channels such as email, search and display, social, PR, content, in-product messaging, direct mail, hyperlocal events and website optimization to engage target audiences and provide relevant content.
• Partner with the Product team to define any product enhancements necessary to implement integrated marketing plans for D2C and B2B customers
• Partner with the Strategic Philanthropy and Research teams on the development and funding of marketing campaigns, plans for channel delivery, execution, results measurement and reporting.
• Monitor, assess and report on marketing performance and provide strategic direction and guidance based on analysis of results.
• Create and manage SaverLife’s marketing budget and oversee all outsourced contracts and expenditures including digital and traditional marketing, advertising, media and public relations.

Executive and Team Leadership (20%)
• Hire, inspire, develop and retain the Marketing and Business Development team
● Continuously assess the skills and team support necessary to reach growth goals.
● Design new positions and lead recruitment as necessary.
● Serve as a member of the leadership team – contributing to SaverLife’s overall strategic direction and success.

WHO YOU ARE
● You are a business development and marketing rock star who wants to use your powers to improve the financial health and well-being of millions of US households.
● You have a proven track record of helping organizations grow both D2C and B2B channels.
● You’re action oriented. You stay focused and achieve goals with urgency and integrity.
● You are comfortable with ambiguity and thrive in a changing business environment.
● You love to build and develop new teams and watch them deliver extraordinary results.
● You’re team-oriented, optimistic and excited by SaverLife’s mission.

WHAT YOU BRING
● B.A./B.S. degree or higher.
● Minimum seven years’ experience in business development and marketing.
● Enterprise B2B experience including building and streamlining sales pipelines.
● Minimum three years’ experience leading teams with a variety of skills and functions.
● Familiarity with a broad spectrum of marketing tools, techniques and strategies.
● Outstanding cross-group collaboration, interpersonal and executive level communication skills.
● Strong organizational skills and ability to effectively prioritize and meet deadlines.

OUR OFFER AND COMMITMENT
The salary and benefits package for this position is competitive. The position is based in San Francisco.

SaverLife values diversity in our workplace and encourages people of color, women, older Americans, 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@saverlife.org by February 15th, 2020. If you are curious about this role and have questions, please email jobs@saverlife.org.