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
Are you a strong communicator with the ability to tell a compelling story? Are you a great storyteller and a captivating writer? Are you looking to make an impact with your talents to help our organization grow sharing the SaverLife story across multiple mediums? Do you want to work for an organization on the rise to reaching a million people? Are you a skilled writer and editor across platforms who seeks out creative ways to communicate a cohesive message?

Reporting to the Director of Communications, the SaverLife Communications Senior Associate will have primary responsibility for creating innovative content that tells our story of impact in a powerful and compelling way for donors, funders, social media followers, and other stakeholders. This position will work in coordination with other staff at SaverLife to ensure our messaging and branding is consistent and impactful. This role will function in part as the ‘internal reporter’ across SaverLife, identifying high-interest, priorities-aligned stories to promote internally and externally.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Marketing and Communications (80%)
Oversee SaverLife brand management, including but not limited to the following:

- Create, implement, and evaluate outreach campaigns to promote organizational impact, including webinars, projects, and other events.
- Oversee the production and writing of impact reports and monthly newsletters, working with different departments at SaverLife to highlight work across the organization.
- Responsible for making regular updates to content and functionality on organizational websites (about.saverlife.org & solutions.saverlife.org)
• Own the organization’s key social media channels, creating and deploying content in alignment with the organization’s communications plan to grow followers and increase engagement.
• Gather appropriate, aligned, high-interest stories from SaverLife members; write and publish to web and outgoing communications. Coordinate videography and photography shoots as needed.
• Develop updated collateral and marketing materials for the fundraising team.
• Manage successful execution of annual outreach and communications activities across: donors, funders, events & partners.

Fundraising (20%)
• Create materials and communication plan for holiday giving campaign, and other fundraising campaigns as needed. Engage Board & staff as needed.
• Prepare fundraising-related presentations.
• Serve as the communications point person for existing corporate sponsors, including managing benefits and visibility.
• Produce content & collateral to support fundraising efforts, including but not limited to: programmatic one-pagers, case studies, others as needs arise.

WHO YOU ARE
• Results-oriented with the goal of increasing brand awareness and fundraising support.
• Adept at handling communications in a wide variety of formats, from email and phone conversations, to newsletters and social media.
• Highly creative with strong writing skills and an editorial mindset who seeks to understand what our audiences consume and how to create it.

WHAT YOU BRING
• A minimum of 2 years of relevant experience in marketing, communications, or a related field.
• Strong attention to detail, and excellent time management and organizational skills.
• Exceptional communication skills, both written and verbal; highest priority is the ability to seek out and compose compelling stories from across SaverLife.
• Excellent ability to create and manage projects, including managing others to meet deadlines.
• Strong interpersonal and process management skills, with a talent for working in a collaborative fashion (with teammates, consultants, vendors, and more).
• 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.
COMPETENCIES:
- Deep commitment to SaverLife’s mission serving low-income families across the United States.
- Proficiency with Microsoft Office/G-Suite.
- Knowledge in graphic design and familiarity with Adobe Creative Suite, including InDesign, Photoshop, and Illustrator a plus.
- Knowledge of Mailchimp and Squarespace a Plus.
- Video editing skills a plus.

OUR OFFER AND COMMITMENT
The salary and benefits package for this position is competitive. SaverLife 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 it’s for you, please submit a cover letter and resume to jobs@saverlife.org by February 21st, 2020. If you are curious about this role and have questions, please email jobs@saverlife.org.