Job Title: Communications Specialist

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.

ABOUT THIS ROLE
Reporting to the Director of Communications, you’ll create innovative content that tells our story in a powerful and compelling way for the media, donors, funders, social media followers, and other partners. You’ll work with the entire SaverLife team to ensure our messaging and branding is impactful and will serve as our ‘internal reporter’, identifying high-interest, priority stories to promote internally and externally.

Content Creation and Management (80%)
- Create, implement, and evaluate campaigns to promote organizational impact, including webinars, projects, and other events.
- Gather and write high-interest stories from SaverLife members and publish to web and outgoing communications.
- Coordinate, lead production and write research briefs, case studies, and other reports across all parts of the organization.
- Write and produce impact reports and monthly newsletters highlighting work across the organization.
- Own all social media channels, creating and deploying content in alignment with strategies to grow followers and increase engagement.
- Coordinate videography and photography shoots as needed.
- Regularly update website organizational content (about.saverlife.org & solutions.saverlife.org)
- Provide input and feedback on branding and design projects

Fundraising Support (20%)
- Produce fundraising content and collateral including programmatic one-pagers, case studies, presentations and other materials as needed.
- Serve as the communications point person for existing corporate sponsors, including managing benefits and visibility.
- Create materials and communications for holiday giving and other fundraising campaigns.
WHO YOU ARE

- You are a creative content producing rock star who is constantly curious.
- You love to write captivating stories that move people to action.
- You are a good technical writer as well as human interest writer.
- You’ve got a knack for creating and reinforcing a brand “voice”.
- You have an editorial mindset that intuitively understands what audiences will consume and how to create it.
- You easily navigate and enjoy multiple communication mediums – email, phone, newsletters or social media.
- You enjoy seeing your work produce a tangible social impact.

WHAT YOU BRING

- Deep commitment to SaverLife’s mission serving low-income families across the United States.
- Minimum 2 years’ experience in marketing, communications, or a related field.
- Exceptional communication skills, both written and verbal.
- Strong project management skills, with a talent for working collaboratively with teammates, consultants and vendors, and managing others to meet deadlines.
- Knowledge of primary social media channels, which content and approaches work on each and how to utilize analytics to fine tune social performance.
- Proficiency with Microsoft Office/G-Suite required.
- Graphic design skills and familiarity with Adobe Creative Suite, including InDesign, Photoshop, and Illustrator a plus.
- Knowledge of Mailchimp, Squarespace, or video editing a plus.

OUR OFFER AND COMMITMENT

The salary and benefits package for this position is competitive. SaverLife values diversity in our workplace and encourages 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 perfect for you, please submit a cover letter and resume to jobs@saverlife.org by May 22, 2020.

Please include a link to samples of your work that show your experience across different content types. You may show us content you’ve created for social media, web and/or print design, outbound communications/writing, storytelling or other creative messaging, or media pitches.