JOB TITLE: Marketing Intern

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. Through engaging technologies and strategic partnerships, we give working people the methods and motivation to take control of their financial future.

As a purpose-driven nonprofit, SaverLife is uniquely positioned to lead systemic change. Through our engaging SaverLife platform, we provide prizes, rewards, expert resources, gameplay, and support proven to incentivize saving and spur new behavior. Through our integrated network of employers, financial institutions, nonprofits, and advocacy groups we advance aspirational savings programs, analytic insights, and policy initiatives dedicated to a more equitable America.

ABOUT THIS ROLE
Reporting to the Senior Director of Market Development, you will support SaverLife’s member growth and digital engagement. Responsibilities include:

Design
• Create images for social media on Canva.
• Update InDesign images.
• Suggest design improvements to all SaverLife collateral.

SEO Implementation
• Tag and label images and pages on the SaverLife website.
• Execute SEO tactics as requested.

Forum Management
• Review, monitor and approve members’ forum posts.
• Respond to common forum topics.
• Highlight challenging posts and refer to other team members as appropriate.

Special Projects
• Support miscellaneous research, social media or business development projects as needed.

WHO YOU ARE
• You are passionate about our mission of economic empowerment and the possibility of helping us to improve the financial health and well-being of millions of US households.
• You have an entrepreneurial streak and would enjoy our fast-paced startup environment.
• You’re not afraid to try something new when the results are not guaranteed.
• You are organized, responsible, detail oriented and eager to learn.
• You consider yourself good at project management.
WHAT YOU BRING

- Experience or academic projects related to design, social media, and marketing.
- Demonstrated written communication skills and a personable writing style.
- Strong eye for quality design.
- Experience with InDesign or Photoshop desirable but not required.

OUR OFFER AND COMMITMENT

This is a six-month paid internship at approximately 8-10 hours per week. Hourly rate is $20.

SaverLife is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, age, and other legally protected characteristics.

JOB LOCATION (SaverLife is currently operating virtually due to COVID-19)
San Francisco Bay Area location preferred but not required.

YOUR NEXT STEP

If this opportunity sounds like it’s for you, please submit the following to jobs@saverlife.org by September 21, 2020: resume, writing sample and design sample. If you do not have a design sample, please share 2-3 websites, brands, or visual artists that you like with a sentence explaining what you like about each one.