

## **JOB TITLE: Part-Time Marketing Associate**

### 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 Director of Marketing, you will support SaverLife's member growth and digital engagement through both our existing platforms and a new app launch. Responsibilities include:

#### *Social Media Management and Graphics Creation*

- Write posts for our key social media channels including Facebook, Instagram, and Twitter
- Create images for key marketing channels and paid ads using Canva and similar tools.
- Update existing graphics and images to support current campaigns.
- Brainstorm new social content and keep the social editorial calendar up to date.
- Bring user insights back from social channels & community forums to the team.
- Moderate and respond to comments on social channels to increase overall engagement rates.

#### *App Launch Marketing*

- Assist with app launch plan and execution across Android and iOS stores
- Help monitor analytics and respond to reviews and new user feedback in the app.
- Weekly analysis of app store keyword ranking and competitor keyword ranking.

#### *Content Marketing and Search Engine Optimization*

- Execute SEO best practices in WordPress as requested including image sizing, tagging, etc.
- Review and respond to members' forum posts in our member forums on popular topics
- Support miscellaneous research, content creation, and marketing analytics 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 in graphic design, social media, and online marketing.

- Demonstrated strong written communication and writing skills.
- Strong eye for quality design.
- Experience with Canva, InDesign or Photoshop is desirable.

#### OUR OFFER AND COMMITMENT

This is a 6 month paid position at approximately 15-20 hours per week beginning in December (we can be flexible on exact duration). Hourly rate is \$20 and hours are flexible - preference for someone who can spread out their hours across the workweek.

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 based in San Francisco but currently operating virtually due to COVID-19. Remote applicants are welcome to apply.

#### YOUR NEXT STEP

If this opportunity sounds like it's for you, please submit the following to [jobs@saverlife.org](mailto:jobs@saverlife.org): resume, cover letter, and graphic design sample(s). If you do not have a design sample, please share 2-3 websites, brands on social media, or visual artists that you like with a sentence explaining what you like about each one.