

Job Description President, TrustPlus

ABOUT NEIGHBORHOOD TRUST

Neighborhood Trust Financial Partners' mission is to help workers build the financial security necessary for them and their families to thrive. The urgency of this objective has never been more obvious than now, as the nation struggles to deal with the COVID-19 pandemic, and with the tremendous economic strain that has accompanied it. This crisis has laid bare the highly vulnerable financial state of low-wage workers, even as it has underscored American society's total dependence on these individuals to sustain our economy, health, community, and culture.

With over two decades of experience, Neighborhood Trust is well prepared to meet this moment, and to advocate for our clients as political and corporate interests respond to this historic wake-up call. We know that we need to act quickly, and build strong, sustainable systems and relationships so that we can continue to support workers long after the crisis has subsided.

We recognize that the workplace must be a central component of this strategy. [TrustPlus](#) is an employee benefit through which Neighborhood Trust provides financial wellness solutions as part of an employer's overall benefits package. While the present economic environment necessitates subsidizing this service with philanthropic dollars, over time we envision TrustPlus maturing as a social enterprise, and becoming fully sustained by earned revenue collected from employers and other business customers.

Together with [Pathways](#), which leverages community credit unions as a distribution channel, TrustPlus is one of the key avenues through which Neighborhood Trust is scaling its best-in-class financial coaching nationally. Today we serve nearly 10,000 workers each year. The organization is growing quickly with strong support from leading foundations and strategic partners to expand our national reach.

Neighborhood Trust now seeks a dynamic, execution-oriented entrepreneur to lead the TrustPlus business, drive the product forward and significantly grow our client and market impact.

ROLE SUMMARY

TrustPlus is a social enterprise delivering a package of phone- and mobile-based financial coaching and products tailored to workers, with diverse customers including employers, benefits providers, fintechs, labor organizations and worker networks. TrustPlus is pursuing a sustainable business model that relies on earned revenue to cover its national operations, and leveraging philanthropy for growth and impact. Success is an at-scale, sustainable operation with the data to influence greater economic opportunity for workers.

As a young social enterprise living within a non-profit deeply committed to innovation, the President of TrustPlus is a unique and compelling opportunity. Our TrustPlus team is passionate about creating

solutions that provide financial security to today's struggling workers in the context of a dynamic labor and financial services market. Today we have significant momentum – with a presence in multiple geographic regions, contracts with major national customers, and a growing national brand.

The President of TrustPlus will have end-to-end responsibility for the TrustPlus business, including product strategy, design and build, sales, service delivery and P&L management. The President of TrustPlus will lead his or her team to deliver on:

- Neighborhood Trust's ongoing COVID-19 response work streams, through an expected multi-year period of high economic volatility disproportionately impacting low-wage workers, in collaboration with employer customers
- Transition planning that contemplates a move from a highly subsidized crisis model to a fully sustainable earned revenue model, as economy stabilizes over time
- Brand and visibility as a national worker financial health social enterprise
- Product strategy and design, including a strong user experience for business clients, end users, and our Financial Coaches providing services
- Commercial strategy, revenue models and sales, including major strategic partnerships
- Delivering a quality experience for our users
- Growing the annual number of customers, and target users served
- Achieving annual earned revenue targets
- Ownership of budget and sustainability for the product line
- Building a data set that proves business value for customers, proves mission impact, and influences the labor and financial services markets

The President will oversee a TrustPlus team that includes ~20 staff members distributed over a Sales and Relationship Management Team, a Product & UX team, and a Program Operations team that includes our Financial Coaches.

The role will report to our CEO, Justine Zinkin, and will be part of the 8-person Leadership Team.

YOUR STRATEGIC IMPACT

1. Guide brand, product and business model design for impact and influence.

- Drive the vision, design, and go-to-market strategies for a product that meets the needs of our customers; improves financial health for low- and moderate-income workers; and contributes to innovation and structural change in workplace financial services.
- Build TrustPlus into a competitive national brand and strengthen Neighborhood Trust's brand as a national thought leader on worker financial health.

2. Generate revenue and drive sales.

- Be a responsive and resourceful partner to employers in this moment of crisis, in recognition of their reduced ability to pay for services over the short-to-medium term.
- As economy stabilizes, create and test commercial strategies that generate earned revenue and build a sustainable product line.
- Test and define price point strategies by customer types and segments.
- Identify and grow the paying-customer base.
- Establish and manage strategic relationships.
- Define and deliver on sales and revenue targets.

3. Grow customers and users of product and services.

Help scale our impact by achieving a significant increase in target clients served. You will lead your teams in identifying and testing strategies to engage and grow our end-client user base.

4. Position TrustPlus as a thought leader and resource in the financial health and job quality movements

Position TrustPlus as a contributor to market- and policy change supporting worker economic opportunity. Strengthen data collection and analysis systems so TrustPlus is a source of insights on workers' financial lives; and the business impact of investing in worker financial health

5. Overall Organizational Leadership

As part of the Leadership Team, you will serve as a steward and driver of overall organizational performance and employee engagement. You will join the leadership team in the ownership of key questions: How do we position TrustPlus for success as an at-scale, earned revenue social enterprise, alongside overall organizational growth? What are the most effective strategies to deliver on our mission? Are we living our Core Values in the approach we take? As a leadership team, are we growing our talent and creating an engaging employee experience?

With TrustPlus including 45% of our total budget and being a key strategic priority, the organizational leadership work is a natural extension of leading this product line.

THE IDEAL CANDIDATE:

- Is passionate about building an at-scale solution for workers to support them during this unprecedented financial and public health crisis, and beyond
- Believes that income inequality is one of our country's greatest challenges, and that workers should earn a living wage
- Aims to build a solution that harnesses our core asset, financial coaching, as a component part of a holistic solution linked to complementary financial tools, products or processes
- Believes in the potential for financial services innovation to create greater economic opportunity

- Believes in the social enterprise business model in which our nonprofit status serves as a competitive differentiator rather than a limitation on growth; and which holds us accountable for market competitiveness and sustainability via earned revenue as well as social impact.

THE IDEAL CANDIDATE HAS:

- 10+ years of relevant, progressive experience building and scaling tech-enabled solutions. Ability to innovate and develop new strategies in both the revenue model and product design space.
- Deep subject-matter knowledge in labor, human resources, consumer finance and fintech.
- 10+ years of leading and managing teams – creating a high performance, engaging work climate.
- Experience working in a mission-driven or nonprofit environment is preferred but not required.
- Proven ability to inspire, coach, and influence direct reports, senior leaders, Board members, and other staff.
- Experience serving as a spokesperson and thought leader on behalf of an organization
- Motivated by an innovative, fast-paced environment, and readiness to embrace change.
- Excellent written, verbal, and interpersonal communication skills and the ability to quickly synthesize data and help others make data-driven decisions.
- Passionate commitment to Neighborhood Trust’s mission

SALARY

Competitive salary and benefits package offered.

TO APPLY

To apply please send resume, cover letter and salary requirements to hr@neighborhoodtrust.org with the subject line “President of TrustPlus”

Neighborhood Trust is an equal opportunity employer and we are committed to equal employment opportunity in all decisions related to employment, promotion, wages, benefits and all other privileges, terms and conditions of employment.