

POSITION DETAILS

Neighborhood Trust Financial Partners (NTFP) seeks a Product Marketing Coordinator for our innovative and fast-growing TrustPlus financial empowerment and data product. The Marketing Coordinator will create and execute a robust strategy that positions TrustPlus as a leading benefit product for lower to middle income workers. The Marketing Coordinator will work closely with the TrustPlus team to craft a narrative and strategy so we succeed with diverse stakeholders, improve client conversion, and increase user engagement.

The Product Marketing Coordinator is a strategic thinker who believes in the transformative power of social enterprise. The Marketing Coordinator is passionate about their role as a market-tested vendor of quality services delivered to paying customers, a guide for our client communications, and as support for a mission-driven firm pursuing social change.

The Product Marketing Coordinator is also a storyteller and a hands-on content developer, bringing to TrustPlus strong powers of persuasion and the cultivation of a clear and unique voice on our important mission and innovative product.

While periodic travel will be required to our headquarters in New York City, this position can be performed remotely and candidates located anywhere in the U.S. are encouraged to apply.

ABOUT NEIGHBORHOOD TRUST

Neighborhood Trust is a national nonprofit social enterprise and marketplace innovator creating solutions to better meet the financial needs of low wage workers. Our solutions are designed to create high-impact, systemic change by directly serving both individuals and institutions. We help workers eliminate and avoid debt, which enables them to build savings, escape the vicious cycle of living paycheck to paycheck and assert control over their financial lives. For over 25 years, we've worked side by side with workers, collected vast data and qualitative insights about the financial challenges they face, and built strategic partnerships across the financial services ecosystem.

Our work is grounded in our understanding that our economy was founded on and has grown through racist policies and institutions, which have depleted the wealth and the economic mobility of people of color. Therefore, we serve our clients cognizant of the structural inequities that are their reality today and that live within their personal histories. This lens informs all our efforts, from our direct services to the way we share insights with peers, policymakers and the market.

ABOUT TRUSTPLUS

TrustPlus is a financial wellness benefit that blends human connection with action-oriented tools and products tailored to workers, with diverse customers including employers, benefits providers, fintechs, labor organizations and worker networks. A service of Neighborhood Trust, our coaches demystify personal finance with empathy, providing on-demand, one-on-one support and expert guidance. TrustPlus is one of the key solutions through which Neighborhood Trust is scaling its best-in-class financial coaching nationally. The majority of our clients are Black and Latina women earning \$25,000-\$40,000 a year.

RESPONSIBILITIES:

- Articulate TrustPlus's brand and serve as brand steward within the larger Neighborhood Trust Financial Partners organization.
- Partner with members of the product team in the development of cohesive collateral materials and communications campaigns to promote client conversion and user engagement.
- Bring a deep understanding of growth and optimization best practices, including A/B testing.
- Craft our narrative. Join with our in-house writer and compose core content that guides all related copy; and, as needed, own the writing for key major deliverables and campaigns.
- Develop, pitch, and execute media relations strategies and marketing plans to share the story of TrustPlus.
- Work with our Marketing Designer and Writer to create and oversee online presence, including Google Ads, SEO, Instagram/Facebook ads, and social media strategy.
- Work with our Sales team to enhance our direct and indirect marketing efforts.
- Align messaging and strategy with the Communications Manager, External Relations.

QUALIFICATIONS

The ideal candidate should embody the following attributes:

- Alignment with [core organizational values](#)
- **Solid experience/track record.** Brings deep experience nurturing brands from the inside-out, working with multiple stakeholder groups, conceiving of and executing on communications/marketing strategies to advance organizational goals and metrics

- **Innately audience-centered.** Thinks like an outsider and is a constant champion of the end user. Has a natural ability to tap into the hearts and minds of multiple audiences
- **Effective and articulate case-maker.** Enjoys making the case to potential customers, funders and partners as well as internal audiences, identifying ‘the win’ and crafting various pitches in prose and speech based on a consistent, overarching brand promise
- **Self-empowered.** Able to work independently and chart their own path within a larger group context to grow the TrustPlus brand
- **Cooperative mindset.** Able to collaborate with cross-functional teams
- **Mission-aligned.** Naturally, shares the organization’s philosophy, vision and values around economic justice and financial empowerment

COMPENSATION

- Salary: \$70,000 annually
- 100% employer-paid medical, dental and vision premiums for employees (savings of \$6K - \$10K per year)
- Eligible for 401(k) participation immediately, with up to a \$1K per year in employer match, vested immediately
- 12 weeks paid family leave for full-time employees, with schedule flexibility upon return to work for eligible employees
- Generous paid time off per year - 12 paid holidays, 15 vacation days (grows with tenure), 6 personal/sick leave days, 1 civic engagement day

TO APPLY

Please send resume and cover letter to jglastetter@neighborhoodtrust.org with the subject line “Product Marketing Coordinator”.

Neighborhood Trust is committed to a workplace culture of collaboration and respect. We are dedicated to ongoing professional development for our employees, supporting career growth and opportunities for advancement within the organization. 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.