

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 Your Role

Use your analytical skills and knowledge of marketing best practices to support the development, testing, and reporting on B2B (employers) and B2C (workers living on low/moderate incomes) marketing campaigns to increase the sales and usage of Neighborhood Trust Financial Partners' financial products. Be part of a team that is committed to using marketing techniques responsibly to improve the lives of households living on low/moderate income.

Your Responsibilities:

- Generate segmented email lists (from data in Salesforce/Marketing Cloud) for targeted email campaigns.
- Draft, execute, and report on A/B testing of B2B and B2C email content.
- Draft, execute and report, in collaboration with the financial coaching staff, on A/B testing of coaching client engagement SMS and email campaigns and new engagement techniques using Marketing Cloud's Journey Builder.
- Leverage Salesforce Marketing Cloud for automated campaigns and customer journeys, integrating AMPscript for personalized email content and dynamic messaging.
- Create and optimize multi-channel journeys (email, SMS, social) using Marketing Cloud to ensure consistent messaging and brand alignment.

- Test content on multiple devices and browsers for function, accuracy and presentation before launch.
- Measure and report on performance of content marketing efforts, social media posts, and display ads using a variety of tech tools, including Marketing Cloud's Analytics Builder, Google Ads and Google Analytics.
- Report on website performance, including correlations with other marketing activities (published content, email campaigns, etc.)
- Research trends of the most engaging content & channels, and new marketing best practices.
- Collaborate with creative teams to design marketing assets (emails, graphics, etc.) that align with campaign objectives and the brand's visual identity.
- Maintain knowledge of industry best practices in digital marketing, compliance, and email deliverability to ensure campaigns meet regulatory standards.
- Conduct competitive analysis to identify opportunities for differentiation and innovation in messaging and outreach.

Outcomes:

- Data informed B2B and B2C marketing practices.
- Marketing campaigns that allow the organization to meet its sales and worker engagement goals.
- Enhanced customer and client experience through optimized journeys and touchpoints.
- Increased engagement and conversion rates through A/B testing and continuous campaign improvement.

What You Bring:

- Alignment with [core organizational values](#).
- Minimum of 2 years of experience in B2B/B2C digital marketing.
- Understanding of digital marketing best practices.
- Strong analytical skills, with the ability to interpret data and translate insights into actionable strategies.
- Experience using web and/or marketing analytics tools (e.g., Salesforce Marketing Cloud, Google Ads, Google Analytics, generating tracking URLs, Ahrefs, Hotjar, etc.)
- Experience with supporting and executing email marketing campaigns using software such as Salesforce Marketing Cloud.
- Experience with HTML basics and familiarity with email design best practices, including mobile responsiveness.

- Experience working on cross-functional collaborative diverse teams and using tech communication tools.
- Experience using tech project management tools to organize tasks and manage multiple priorities (Jira, Asana, Slack, Google G-Suite, etc.)
- A strong attention to detail, with a knack for ensuring accuracy in copy, visuals, and testing processes.
- An aptitude and eagerness to learn new software, analytical tools, and mission driven marketing practices.
- Ability to thrive in a fast-paced environment, balancing multiple projects and deadlines while maintaining a focus on quality.

Position Details:

- Status: Full-time, exempt
- Reports to: Principal Manager, Brand & Performance Marketing
- Location: 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.

Compensation and Benefits Package:

- Salary range: \$60,000 - \$68,000 annually. We bring in most new employees at the beginning of the range in order to create space for them to move through the range as their mastery within the role grows. We review our ranges annually and update, as needed, sensitive to organizational finances and macro-economic factors such as inflation.
- 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
- Access to Health Flexible Spending Account, Dependent Care Flexible Spending Account, Life Insurance, and long-term and short-term disability plans

To Apply:

We are committed to building a diverse and inclusive workplace that reflects the diversity of our clients. We especially seek applicants with lived experiences of financial hardship or systemic exclusion. Staff from all backgrounds can contribute meaningfully to our mission, and we recognize that those who come from the communities we serve have a uniquely powerful perspective.

Please send your resume to hr@neighborhoodtrust.org with the subject line "Marketing Specialist".

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.