

### 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.

### Position Profile

We are looking for an experienced content marketer to manage and expand our social media presence and to propel our multi-audience marketing strategy. Within Neighborhood Trust, the Content & Social Media Coordinator will play a pivotal role by creating content for our client, customer and partner audiences. This role reports directly to the Director of Brand and Performance Marketing and will work closely with leadership as well as other internal teams.

### Your Responsibilities

- Design compelling social media marketing campaigns, in partnership with the marketing, product and coaching teams, that are tailored to different audience segments across social media platforms (e.g. Instagram, Facebook, LinkedIn, Twitter, TikTok).
- Develop, write and publish engaging content - across a variety of written and multimedia formats (web, email, audio, video, etc.) - that drives audience growth and engagement, maintaining and evolving our brand voice while adapting messaging and tone to resonate with distinct audience segments
- Create and maintain a segmented content calendar, optimizing posts to align with target audience behaviors and engagement patterns, using content management tools (e.g., Hootsuite, Sprout Social, Buffer, etc)

- Actively engage with followers, leveraging feedback to shape content strategies in line with audience needs and preferences. The goal is that each segment feels understood, valued, and connected to our brand.
- Track and evaluate performance metrics using analytics tools (e.g., Google Analytics, native social platform insights) to monitor and evaluate audience engagement, sentiment, and growth for each segment
- Continuously test and iterate messaging, visuals, content types (e.g., videos, carousels, stories, reels) to optimize content formats, visuals, and calls to action to improve relevance and performance for each target audience.
- Produce regular performance reports segmented by audience, providing actionable insights and recommendations to optimize reach, engagement, and conversions.
- Serve as a subject matter expert (SME) by proactively maintaining and growing knowledge on social media marketing trends, benchmarks and innovations.

### **Key Outcomes**

- Develop marketing campaigns/ content and deliver a 20% social media followers increase within the first 6 months, with a yearly soft goal of 20k new followers
- Publish at least 8–10 pieces of high-quality content per week across designated social media platforms and at least one original content piece (blog, video, etc) per month catered to client and customer audiences.
- Achieve a monthly engagement rate of 5-10% across all platforms.
- Launch and manage at least 2–3 full 360-degree marketing campaigns for leads and clients per quarter, integrating multi-media content
- Deliver meaningful reporting on social media activities and generate a 10% increase in website traffic from social media campaigns within the first quarter

### **What You Bring**

- Minimum 3 years of experience in social media management, audience segmentation, or content creation (in-house or agency). Experience with B2B2C and DTC.
- Understanding of content strategy and multi-audience strategies, full-funnel customer content journey mapping, and SEO, including tactical experience
- Experience and proven results creating content for audience-based marketing (ABM) campaigns
- Excellent organizational skills, with the ability to prioritize and meet deadlines in a high-performance, fast-paced environment
- Familiarity with latest tools and trends (e.g., Hootsuite, Sprout Social, Later, Canva, Adobe Creative Suite, etc.)

- Experience with analytics and social listening tools to gather insights and track segmented performance
- Experience with audience-specific ad campaigns, paid media, and audience targeting

### Position Details

- Status: Full-time, exempt
- Reports to: Director, Brand & Performance Marketing
- Location: While travel to our headquarters in New York City may be required twice a year for team-building, this position can be performed remotely and candidates located anywhere in the U.S. are encouraged to apply

### Compensation and Benefits Package

- Salary range: \$68,500 - \$75,500 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.



Job Description  
**Content & Social Media  
Coordinator**  
January 2025

Please send resume to [hr@neighborhoodtrust.org](mailto:hr@neighborhoodtrust.org) with the subject line "Content & Social Media Coordinator".

*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.*