Job Posting: Communications and Marketing Freelance Writer

About Neighborhood Trust Financial Partners & Trust Plus

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 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. Today we serve nearly 10,000 workers each year.

Role Summary

We’re looking for a mission-driven communications and marketing freelance writer to help us produce and distribute high-quality, easily digestible digital content that combines internal and external research and insight to demonstrate our impact and value to our employer-customer audience. You will support the Director of Communications in executing a communications and marketing strategy that elevates the name and brand of Neighborhood Trust Financial Partners as well as our flagship program TrustPlus.

Job Duties and Responsibilities

Key responsibilities are, but not limited to:

• Writing and editing marketing and communications content primarily as blog posts, but also as white papers, reports, downloadable guides, etc. The content will be distributed via social media, websites, electronic newsletters, sales email campaigns, and landing pages, and digital ads.

• Collaborating with sales, product, advocacy, data, and programs teams, as well as clients and partners, to gather information and stories to distill into content.

• Supporting project management of communications projects from start to finish in a timely manner.

• A commitment of 20 hours/week, with potential to continue on in a similar or reduced capacity. This is a remote position.

Required Skills

• Excellent writing and editing skills

• Experience conceptualizing and creating content for campaigns and track record producing high quality content

• Strong project management skills

• Attention to detail
• Ability to meet deadlines and anticipate future needs
• Ability to work independently at times, collaboratively at others
• Resourcefulness and a can-do attitude
• Experience with digital platforms a plus, such as content management systems (WordPress), databases (ex: Salesforce) and e-newsletters (Constant Contact, MailChimp) a plus!

Qualifications
• 2-4 years of professional work experience in marketing and communications; editorial, digital marketing, and/or public relations experience a plus.
• Bachelors’ degree in Marketing, Journalism, English, Communications, or related fields.
• Proficiency with MS Office and/or GSuite products
• Prior knowledge and experience with financial empowerment, financial wellness, HR, or employee benefits is a plus

Salary

Fixed monthly retainer.

To Apply

Send your resume, cover letter, and two relevant writing samples to hr@neighborhoodtrust.org with the subject line “Communications and Marketing Freelance Writer”.

We are a caring and collaborative team who strive for mission impact guided by our values of Action, Collaboration, Human Connection, Transparency and Transformation. We are an Equal Opportunity Employer.