Marketing Designer

Seeking a Marketing Designer to dive into a dynamic, fast-paced environment and help our team respond to the current financial crisis by bringing our exciting fintech financial coaching product to more low-income individuals who need our services. To achieve this goal you will execute impactful solutions to improve conversion of customers and end users. This role will support our marketing efforts in communicating the value of our TrustPlus financial coaching service: human connection, action-oriented advice, and tools based on behavioral design. We’re looking for someone who is passionate about writing eloquently, evolving design, and helping to improve outcomes for those experiencing financial struggles. This role will report to the Experience Strategy and Design Lead.

About Neighborhood Trust Financial Partners & Trust Plus
Neighborhood Trust’s mission is to empower low-income individuals to become productive participants in the U.S. financial system and achieve their financial goals. TrustPlus is one of the key avenues through which Neighborhood Trust is scaling its best-in-class financial coaching nationally. 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. 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.

You Will:
- Design! Conceptualize and execute creative visual assets for print and web/digital platforms
- Translate the brand experience into a digital or print representation that helps potential customers understand our offering
- Write and create digital and print marketing collateral for email campaigns, ads, social media, presentations, posters and more
- Partner with product marketing to design pitch decks, 1-pagers, infographics, and other collateral that will support our sales team
- Support the sales & marketing and relationship management teams as it relates to design
- Be a voice for our users at all times
- Perform additional tasks as assigned

Qualifications:
- Experience with design/development of digital & print materials. A portfolio of examples is required.
- Attention to detail, organization, and time management skills
- Effective writing and communication skills and a collaborative mindset
- Proficiency with programs including Sketch, Adobe Creative Suite
- Comfort with Google G-Suite, Slack, FTP clients, Zeplin.
• Ability to work independently while remaining accountable and flexible when taking direction from other teams
• Interest in iconography, illustration work, and information design/infographics
• Experience with animation, Principle or After Effects and video not required but a huge plus
• Commitment to driving social change
• A passion for good work and constant improvement
• Bachelor’s degree preferred

This is a 6-month temporary, full-time position. Health insurance benefits included. Monthly Salary range from $5,000-$5,500.

To apply:
Please send resume, cover letter, and a link to your design portfolio to: hr@neighborhoodtrust.org and please include Marketing Designer in the subject line.