



Job Vacancy Notice

Functional Title: Content Specialist—Retirement/403(b)

Department: Office of Communications

Job Type: Full-time consultant

Duration: 9-15 months, with potential extension

Rate: \$65/hour - \$85/hour

Location: Hybrid (New York, NY)

About TRS

Since 1917, the Teachers' Retirement System of the City of New York (TRS) has been securing better futures for NYC educators. With assets of approximately \$120 billion, TRS serves over 215,000 members, providing them with retirement, disability, and death benefit services.

Position Summary

TRS provides qualifying members with a monthly pension through our Qualified Pension Plan (QPP), a defined-benefit plan. Our supplemental 403(b) plan, known as the Tax-Deferred Annuity (TDA) Program, allows members to enhance their retirement benefits with multiple investment options and tax-deferred earnings. TRS is expanding this program to include an after-tax (Roth) option as of January 2026.

TRS' Communications Department is seeking a seasoned communications professional to create collateral to support the Roth product launch. Deliverables will primarily be explanatory/educational materials for participants that fulfill disclosure requirements and compare the Roth offering with the traditional TDA.

The ideal candidate will have prior experience with Roth 403(b) products, a strong understanding of retirement planning concepts, and the ability to write effectively about pre-tax and post-tax retirement investment instruments. We are looking for a flexible, detail-oriented communicator with excellent writing skills and transferable 403(b) expertise.

Key Responsibilities

- Develop and implement effective communication strategies for the Roth product launch, including drafting, revising, and finalizing material in collaboration with TRS leadership.
- Research and identify content needs, creating material to document the Roth product, compare the Roth and traditional TDA products, and integrate Roth content into existing TRS communications.
- Establish timelines for content development and collaborate with internal design team to ensure deliverables align with TRS branding and style standards.

- Draft email blasts, announcements, FAQs, user guides, social media posts, and newsletter articles to educate TRS members about the Roth product.
- Attend project meetings, share recommendations on messaging, and deliver consistent, on-brand collateral that clearly highlights the benefits of TRS' TDA products.
- Stay organized in a fast-paced environment and utilize online collaboration tools such as Microsoft Teams and Zoom.
- Provide editorial support for publications and other communications, enhancing materials with Roth 403(b) expertise.
- Adhere to TRS editorial guidelines and policies throughout the content development process.
- Ensure compliance with regulatory requirements while integrating Roth content into TRS communications.
- Analyze communications campaigns, report on engagement metrics, and provide training or updates to TRS staff on new materials to ensure consistent messaging across the organization.

Minimum Qualifications

- Bachelor's degree in communications, marketing, journalism, or a related field.
- At least 5 years of professional experience in communications, preferably in financial services, retirement planning, or a related industry.
- Proven experience developing and executing effective communication strategies and campaigns.
- Strong writing and editorial skills; ability to explain complex financial topics clearly and accurately.
- Comprehensive knowledge of retirement products, including Roth 403(b) options, and familiarity with SECURE Acts 1.0 and 2.0.
- Demonstrated ability to manage projects independently, incorporate feedback effectively, and deliver high-quality content within deadlines.
- Proficiency in collaboration and online tools (e.g., Microsoft Teams, Zoom).
- Exceptional organizational and communication skills, with the capacity to multitask in a dynamic environment.

How to Apply

Interested candidates are invited to submit their resume and cover letter to Careers@TRS.NYC.NY.US with the subject line "**Content Specialist—Retirement/403(b):** [Your Name]." Please ensure all documents are in PDF format. Applications will be reviewed on a rolling basis until **Friday, July 11, 2025**. Only qualified candidates will be considered.

TRS is an Equal Opportunity Employer