



## 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)

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### 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.

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### How to Apply

Interested candidates are invited to submit their resume and cover letter to [Careers@TRS.NYC.NY.US](mailto: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**