



LRAP is looking for a Marketing Specialist – Messaging and Communications

At LRAP, we're creating positive change in the world by giving college-bound students the freedom to pursue their passion at the college of their choice for the career of their dreams. Noble, isn't it?

Are you looking for a career with a company that's driven by a powerful mission? Do you love to write and create meaningful, inspiring content? At LRAP Association, you'll join a team of high performers looking to make a difference in the lives of college-bound students. We help our students have the freedom to follow their highest ambitions without student loan burdens.

Why join LRAP? LRAP Association provides our unique, innovative Loan Repayment Assistance Program to colleges and universities across the country. We help students enroll in the college of their choice with the peace of mind to know that if their income after graduation is low, we'll help them with their student loan payments.

Why else? LRAP is a fast-growing start-up full of dedicated, passionate individuals who delight in coming to work each day knowing that we're making a difference in the lives of college students. This position presents lots of opportunity for growth in your career. Oh, and the comprehensive benefits package is nice too.

Want to learn more about this great opportunity? Check out recent articles in the [Wall Street Journal](#) and [Fortune](#) that discuss our program. Or visit [LRAP.com](#) for more information.

#### Role Summary:

The Marketing Specialist – Messaging and Communications crafts messages and creates content for various platforms that drive interest and awareness of LRAP among colleges, students, families, and the media. You will be responsible for content planning, as well as writing and editing content for digital and non-digital channels, including PR. You will manage the creation of new collateral and digital marketing assets. Additionally, you will be responsible for updating and maintaining content and key talking points for the organization. You will report to the Vice President of Marketing.

#### Responsibilities:

- Write excellent, engaging, persuasive content for our audience.
- Work with the Marketing team to create and review content and write copy for needed assets across our Sales, Client Service, Student Service and consumer marketing materials including websites and printed collateral. (examples include: case studies, sales slicks, and eblasts).
- Act as a brand steward, maintaining consistent company, brand image and messaging across all sales and marketing materials and platforms.
- Social Media content creation, planning, and publishing.

#### Skills and Experience:

- 1-3 years of relevant professional experience
- BA/BS degree required. Concentration in Marketing, Communications or Journalism preferred.
- Clear and persuasive communicator, both in writing and verbally. Attentive listener.

- Excellent interpersonal, time management, and organizational skills.
- Positive attitude and problem solver.
- Familiarity with search engine optimization (SEO) best practices.
- Experience developing other forms of content like video, infographics, landing pages, and more.

Salary plus bonus is commensurate with experience. We offer an excellent benefits package including medical and retirement.

#### About LRAP

LRAP Association was founded to help college-bound students invest in their future with confidence by attending the college of their choice to pursue the career of their dreams. By helping students repay their loans after college, LRAP is alleviating the burden of student loan debt for thousands of students and families.