

## **Title: Financial Education Specialist**

**Compensation:** \$35,000

**Engagement Type:** Independent Contractor - Remote

**Engagement Duration:** 12 months

**About Abode Alliance** Founded in 1993, Abode Alliance is a nonprofit collaborative of financial institutions and community housing agencies, dedicated to expanding access to responsible and sustainable homeownership to underserved individuals and families across the New York Metropolitan area.

### **About our Partners**

Abode Alliance works to achieve our goals through strategic partnerships with non-profit, public, and private institutions throughout New York, including the New York City Housing Authority (NYCHA) and Piñata.

**The New York City Housing Authority (NYCHA)**, the largest public housing authority in North America, was created in 1934 to provide decent, affordable housing for low- and moderate-income New Yorkers. NYCHA is home to 1 in 16 New Yorkers, providing affordable housing to 511,384 authorized residents through public housing and Permanent Affordability Commitment Together (PACT) programs and Section 8 housing. NYCHA connects residents to critical programs and services from external and internal partners, with a focus on economic opportunity, youth, seniors, and social services. With a housing stock that spans all five boroughs, NYCHA is a city within a city.

**Piñata** helps leading property management companies reward their renters for key actions that engage tenants while helping them build their credit profile with all major credit bureaus.

### **Program Opportunity**

Abode Alliance is partnering with the New York City Housing Authority and Piñata to launch an innovative financial health program designed to expand financial opportunities for NYCHA residents across New York City.

The program will utilize Piñata's technology platform, which reports rent payments to the three major credit bureaus and provides NYCHA participants with rewards for on-time rent payments and completing Abode Alliance financial education workshops. This public-private-social sector collaboration aims to eliminate credit invisibility, celebrate responsible renting, and boost savings rates through rent reporting, rent rewards, and incentive savings programs.

### **Position Overview**

Abode Alliance is seeking a Financial Education Specialist to help develop and implement a financial health initiative for NYCHA's Piñata participants. The Specialist will lead the development of a robust financial education curriculum, and will help facilitate the delivery of high-quality financial education content both in person and virtually.

This is a primarily remote role which will also require occasional evening and weekend work for community events and travel to various NYCHA developments within New York City's five boroughs.

## **Scope of Services**

### **Outreach and Enrollment**

- Partner with NYCHA to roll out the program at participating developments
- Collaborate with partnered marketing teams to drive engagement through impactful messaging that communicates program value to target audiences

### **Curriculum Design and Delivery Support**

- Design and deliver engaging financial health curriculum both in person and virtually over 12 months, in partnership with Pinata and NYCHA
- Ensure a culturally and linguistically affirming curriculum that reflects the diverse learning needs within NYCHA communities
- Create a library of on-demand financial education videos for future use
- Serve as a subject-matter expert on personal finance topics, including budgeting, credit, debt management, savings strategies, and financial planning
- Coordinate volunteers invited to deliver financial education workshops and educational programming
- Along with Abode Alliance staff, track and evaluate outreach and performance metrics to measure program performance

## **Qualifications**

- Experience in community outreach, program coordination and management, or financial services
- Demonstrated experience creating and delivering financial education curricula
- Strong expertise in personal finance and financial well-being, with the ability to adapt content for diverse audiences
- Experience supporting marketing, communications, or outreach initiatives related to education or social impact programs
- Excellent communication and interpersonal skills, facilitation, and partner engagement
- Experience in collecting and analyzing relevant program impact metrics
- Proficiency in data collection, analysis, and reporting

- Ability to work independently while collaborating effectively with cross-sector partners
- Familiarity with low-to-moderate income communities and public housing residents strongly preferred
- Strong organizational skills and attention to detail
- Bilingual capabilities (Spanish preferred) strongly desired
- New York City-based

**Application**

Interested applicants should submit a resumé or capability statement, and a brief description of relevant experience and/or examples of comparable engagements or prior work to [info@abodealliance.org](mailto:info@abodealliance.org).

*Abode Alliance is an equal opportunity employer.*

*Only candidates who are selected for an interview will be contacted. Proposals will be reviewed until the position is filled. No phone calls please*