

**Title: Financial Entertainment Specialist****Location: Boston, MA****Status: Permanent, Full Time****Organization Description:**

A nonprofit social enterprise established in 2000, Doorways to Dreams Fund (“D2D”) works to improve the economic well-being of millions of low and moderate income consumers through financial innovation. D2D generates practical ideas for financial products, services and policies, pilot tests its ideas, and pursues scale strategies to reach millions of households. D2D’s prime focus is tools and strategies to help consumers save and build wealth.

Examples of recent D2D accomplishments include:

- Successful pilot test of a new *Save to Win* saving product, which attracted 12,000 customers and \$7MM in deposits in its first year.
- A multi-year field test to link tax refunds to saving, which led to two new national saving policies: (1) the ability to “split” federal tax refunds and, (2) beginning in 2010, to order US Savings Bonds with a portion of a federal tax refund).
- Creation of the first-ever financial literacy casual video game, *Celebrity Calamity*, and associated distribution and evaluation testing..

D2D’s work has been covered by the *Wall Street Journal*, *The Baltimore Sun*, *Fast Company*, and the *Harvard Business Review*.

D2D’s works with the financial services industry, policymakers, national and grassroots non-profits and the philanthropic community to develop, test and implement its ideas. D2D current portfolio of projects includes:

- Financial “Entertainment” – mixing the best of digital entertainment and financial education to engage busy, working consumers and, ultimately, foster better financial decision-making and outcomes.
- Prized-based Savings – introducing excitement and anticipation to the act of saving money by augmenting guaranteed but modest returns with probabilistic but significant return.
- Tax time Saving – efforts to help consumers direct a larger fraction of the \$250 billion in annual federal tax refunds into savings vehicles, applying insights from behavioral economics, cutting-edge marketing and community organizing.

**Position Summary:**

The Specialist will support all of D2D’s projects, but play a critical role in the next phase of D2D’s “financial entertainment” work. To date, this work has focused on using commercial quality video games to help players acquire financial knowledge, skills and confidence. In the coming year, D2D plans to double its portfolio of such games while advancing its understanding of how to evaluate and distribute them effectively. Evaluation and distribution will involve work with some of the nation’s preeminent employers, community colleges, financial institutions, and academic researchers.

The Specialist will be an important part of the D2D team, working closely with all members to accomplish core organizational objectives. D2D is a nimble, entrepreneurial organization that accomplishes its mission by cultivating and leveraging partnerships. We stress innovation in our project goals and our organizational culture.

In particular, the Specialist will:

- Manage game development – work with game designers, financial education experts, and the educational gaming community to develop specifications for two financial education casual video games, network within the casual games industry to identify potential game development partners, manage a Request for Proposal (RFP) process to find the most qualified game development vendors, work with cadre of D2D game advisors, manage and oversee game development focused on two key objectives (entertainment and learning), manage efforts to solicit player feedback during and immediately following development, synthesize and analyze results of the feedback.
- Support game distribution – participate in planning and execution of game launches to build partner and consumer awareness, and obtain media coverage. Present games and describe development process at conferences and other venues. Support efforts to find and pilot test game distribution with current and prospective employer, community college, non-profit, financial service, military, and direct to consumer partners.
- Support effectiveness research – support D2D’s ongoing efforts to study the effectiveness of its emerging library of financial entertainment casual games. For new games, build effectiveness testing into the development process.
- Explore extension of financial entertainment concept – research additional entertaining, interactive, consumer-oriented methods and tools to present financial education material to consumers – including video and/or animation presentations, on-line social support communities, social media tools, user generated content, and use of new platforms to distribute content (smart phones, for instance).
- Support other D2D projects – support other D2D projects as needed, especially its “prize-linked savings” work and emerging consumer financial dashboard project.

Some domestic travel may be required.

**Requirements:**

- Strong project management, planning, and organizational skills; experience and comfort managing vendors and partners.
- Strong interest in video games and new media
- Interest in financial education
- Able to work professionally and effectively with a wide range of constituents, from game designers to lower-income adults.
- Strong relationship and people skills, working with partners, clients and vendors.
- Experience in presenting ideas in a persuasive way.
- Flexible, willing to tackle project requirements as they arise
- Comfortable with technology and financial innovation. Conversant with financial services sector.

Ideal candidate is self-motivated, able to work in an entrepreneurial environment and take ownership of issues. Candidate must be willing to take on problems as they arise, recognizing the needs of a small organization. Candidate must be dedicated to the larger cause of D2D's mission.

**Qualifications:**

1. Undergraduate degree required, preferably in education, economics, public policy; business administration, computer science, or video game development.
2. Minimum of 1-3 years work experience, preferably in a related field;
3. Excellent, persuasive and proven written and oral communication skills;
4. Demonstrated research analysis skills;
5. Demonstrated ability to work with diverse constituencies in a variety of grassroots environments;
6. Collaborative, open working style and ability to work independently, as needed;
7. Natural curiosity about, interest in and comfort level with video games and new media.
8. Demonstrated commitment to D2D's mission driven work and social objectives;
9. Strong skills with variety of software applications including word processing, PowerPoint, Excel.

Compensation: competitive salary, commensurate with experience. D2D offers a full benefits package, including comprehensive, employer-paid health insurance, 13 paid holidays, and a generous vacation policy. D2D is an equal opportunity organization.

This position is open immediately.

Please send resume with cover email including salary requirements to [resumes@d2dfund.org](mailto:resumes@d2dfund.org).