

FINANCIAL SERVICES CONTENT EXECUTIVE

The Company

EValue is a young, fast paced, growing Fintech company and the leading UK provider of financial planning and advice technology.

Working with over 80% of large financial institutions in the UK, EValue's white labelled solutions were used by approximately 600,000 consumers and financial advisers in 2018.

We have more than 70 talented integrated specialists, working across offices in Newbury and London.

The benefits of joining our exciting team

As well as offering fantastic opportunities for career progression once established in your role, you will be joining a friendly and relaxed working environment where you will be continuously supported and encouraged to reach your full potential. We have an open culture where you are encouraged to find and fix problems and not to pass them on to some other team. We're a great environment for makers and builders.

Sound like you?

We have fantastic benefits, including

- 25 days annual leave, bank holidays, one extra 'company day' for Christmas plus the option to buy a further five days annual leave
- Generous company pension scheme – up to 10% employer contribution
- Bonus
- Private medical
- Long term disability and Life Insurance
- Study support policy
- Free parking
- A huge range of free hot and cold drinks
- Excellent fully funded company events
- Monthly car valeting
- Company football team and Table Tennis team
- Quarterly Poker nights with pizza!

- The opportunity to support local charities through fundraising events organised throughout the year

The Role

EValue is looking for a skilled copywriter with experience in financial services. You must be able to switch between technical and non-technical writing styles and understand when each is required. A self-starter, you will be confident writing about issues across the pensions, investments and fintech spheres and planning and executing the content marketing strategy.

The ideal candidate will be adept at writing effective, high-converting copy for different audience types (e.g. pension providers, asset managers etc.) and their various challenges and issues. This role could suit a journalist with financial services experience.

Key Responsibilities

- An understanding of the technicalities of pensions and investments e.g. investment and pension products available, member options, market and regulatory shifts in these areas
- Understanding key industry issues, topics and challenges and creating content that portrays EValue as a thought-leader
- Understanding our target audience and creating content that addresses their challenges/pain points
- Planning, updating and creating a content marketing strategy that aligns with business objectives
- Copywriting and editing for blogs, reports, emails, brochures, video scripts and press releases (among other assets)
- Working with the Digital Marketing Executive and Video and Graphic Design Executive to plan and create content
- Working with PR agency to start the right conversations in the press
- Working with the wider business to keep content consistent with our brand voice, style and tone, and constantly testing the tone/style to ensure it lands well with our audience

Required Knowledge and Experience

- Financial services experience, particularly in pensions and investments
- Copywriting experience in a B2B environment
- Ability to write in both a technical and non-technical tone
- Able to take highly technical, complex topics and turn into engaging copy
- Experience of creating content for the web, including SEO best practice
- Able to work with both internal and external stakeholders

Desirable Experience

- Experience of working with or within a fintech organisation
- Knowledge of the asset management industry is a bonus
- Experience of working with HubSpot for inbound marketing methodology
- Experience working agency-side
- Understanding of HTML and CSS, PHP a bonus
- Design experience and/or experience working with art directors/designers
- Experience with Google Analytics
- Experience of working with press agencies
- Working knowledge of Google Ads
- Experience of customer relationship management (CRM) platforms with HubSpot preferred