



Content Creator

- WeWork London Fields, E8 4RU
- Permanent, Full-time
- £28-32,000 per annum

CODE Investing Ltd.

This is an exciting opportunity to join one of the UK's leading alternative finance marketplaces. With a reputation for having some of the highest due diligence standards in the industry, we connect SMEs and real estate businesses seeking finance, with a broad network of traditional and non-traditional lenders. Launched in 2013, CODE has raised over £84M in finance for UK businesses through our regulated platform.

We're now looking to the next stage of our own growth. To meet the increasing needs of our business, we're building out the Marketing team to expand our marketing reach and publicise CODE's products to a wider audience.

Job Brief

We are looking for a Content Creator to write and publish various types of pieces for our company both on and offline. You will be responsible for creating, improving and maintaining content to achieve our business goals. Your duties will also include sharing content to raise brand awareness and monitoring web traffic and metrics to identify best practices.

Your responsibilities will include producing marketing copy to advertise our products, writing blog posts about industry-related topics and promoting our content on social media. To be successful in this role, you should have experience with digital publishing and generating traffic and leads for new business. Ideally, you will have previous experience in the Financial Services Industry.

Please share samples of your work (portfolio or links to published articles) along with your application.

Ultimately, you will help us reach our target audience by delivering both useful and appealing online information about our company and products. Your content will ensure customer engagement, brand consistency and a positive customer experience.

The Role and Your Responsibilities

- Develop content strategy aligned with short-term and long-term marketing targets

- Collaborate with marketing and design teams to plan and develop site content, style and layout
- Develop an editorial calendar and ensure marketing team is on board
- Research industry-related topics
- Prepare well-structured drafts using digital publishing platforms
- Create and distribute marketing copy to advertise our company and products
- Interview industry professionals and incorporate their views in blog posts
- Edit and proofread written pieces before publication
- Conduct keyword research and use SEO guidelines to optimise content
- Promote content on social networks and monitor engagement (e.g. comments and shares)
- Identify customers' needs and recommend new topics
- Measure web traffic to content (e.g. conversion and bounce rates)
- Update our websites as needed

Your Skills

- 3+ years experience as a Content Creator, Copywriter or similar role
- Portfolio of published articles
- Hands-on experience with WordPress and MS Office
- Excellent writing and editing skills in English
- Ideally, previous experience in the Financial Services Industry
- An ability to fact-check long-form content pieces
- Time-management skills
- Familiarity with SEO
- Attention to detail
- BSc in Marketing, English, Journalism or relevant field

Benefits

- Competitive salary
- 25 days holiday per year
- Employee stock options (ESOs)
- Employee bonus
- Employee pension plan
- Flexible working environment
- All benefits of the WeWork office – Ping Pong, free tea, coffee and beer, Popups