



Role Profile

Senior Content Marketing
Manager

Location

Gloucester, GL3 4AH

Salary

Circa £60,000

Contract Type

Full-time

Blackfinch Group is an award-winning investment specialist. Built on over 20 years of investment track record, the name Blackfinch first came into being on the anniversary of Darwin's birth, 12th February 2013. A trusted provider, we work in partnership with advisers. Our businesses cover tax-efficient solutions, early stage investing, managed portfolio services, property financing and renewable energy. As an environmental, social and governance (ESG) investor, we work for a positive impact. We're proud to be entrusted with over £650 million in assets under management.



Purpose of Role

Content Marketing Manager is responsible for developing effective editorial to communicate all investment products associated with Blackfinch, including commentary on the relevant markets and macro trends.

The Content Marketing Manager will lead the content plan for helping to drive new business and developing existing business, working with the Marketing and Product Technical teams to execute.

You will research current trending product and macro-economic themes, provide content insight and guidance for sales teams, help develop messaging and deliver against the market positioning around Blackfinch.

Acting as the 'voice of the customer' for customers in the Blackfinch ecosystem, precisely researching consumer needs and experiences.

Key Accountabilities

- Research, plan and build out an informed content plan to support the various businesses within the group, including opportunities for ideation from across the sales and investment teams.
- Build on product messaging that sets investment products apart from others by creating impactful copy
- Own the creation of meaningful thought leadership, whitepapers and industry-level reports
- Support the delivery of the Blackfinch communication objectives, delivering copy that conveys our values and aligns to our positioning
- Write and produce content to communicate the diversified value in our investment products and the markets in which they operate, reporting on market factors such as changes in the economic landscape, the impact of regulatory changes or current trending topics of media interest.
- Work with the brand design team to create engaging content such as case studies, videos, website copy and blog posts
- Communicate the vision and value of the investment products through exceptional content to develop sales tools that facilitate business growth

Key Experience

- Have a minimum 5 years' experience working in editorial or content marketing within the Financial Services environment.

If you believe you have the skills and experience for this role, we'd be interested to hear from you.

Apply by sending your CV and any other supporting documents to **HR@blackfinch.co.uk**

If you require any further information about this role, we're here to help, contact us on 01452 717070.

Our Values

At Blackfinch we're working to make a difference in the world. We partner with advisers to meet client and business aims. Inspired by the work of Charles Darwin, we're named after one of Darwin's finches, which influenced his theories of evolution.

Our values of 'adapt', 'evolve' and 'thrive' run through everything we do. We continually adapt to changing markets, providing evolved products so that our customers can thrive. These values inform our work as an ESG investor, working towards a more sustainable future.



Offering a supportive environment, championing continuing professional development and sponsoring staff for qualifications.



One of the friendliest businesses in financial services, supporting our people, customers and investee companies.



Providing opportunities to progress plus to take up benefits, and to get involved in sponsorship and charity work
