

SEO Content Writer

Contract	Permanent
Hours of work	37.5 hours per week, Monday to Friday, 8.30am to 5.00pm
Salary:	Competitive
Location:	3rd floor, Concourse 2, Catalyst, 15 Queens Road, Belfast, Northern Ireland, BT3 9DT

About Lightyear

Lightyear is the fastest-growing fintech in Northern Ireland, streamlining accounts payable solutions on its innovative cloud-based product since 2018. Working across all major regions and various industries worldwide, it's our People who drive our success. Based in both Belfast and Sydney, we are a recognised Best Place to Work employer and are seeking to pursue explosive growth globally

The Role

We are looking for a creative and experienced SEO Content Writer to join our dynamic team. Your main responsibility will be to create, improve, and maintain content for the fintech industry to increase sales and enhance our brand. To be considered for this role, you must have proven experience in financial content marketing and excellent writing and editing skills.

Responsibilities

- Help develop and implement a content marketing strategy.
- Create engaging and informative content for various platforms.
- Collaborate with product and partner marketers to produce high-quality content.
- Analyze key performance metrics to offer suggestions for improvement.
- Manage social media platforms.
- Meet quarterly marketing lead targets.

Essential Criteria

- Proven work experience in Content Marketing, with previous working fintech experience being advantageous.
- Excellent writing and editing skills in English.
- Experience with SEO, keywords, and social media platforms.
- Familiarity with digital publishing and content management systems.
- Ability to analyze and present content performance.

Benefits

- Competitive salary.
- 22 days annual leave plus 10 public holidays increasing to 25 days annual leave with length of service.
- 1 additional day off per annum for Birthday.
- Career Development paths – the means to take your career to the next level with defined job tiers and the support, learning and development to get there including training plans.
- Focus on work-life balance with a flexible approach to working arrangements.
- Family-friendly policies.
- Focus on Health and Wellbeing including access to Mental Health support.
- Corporate Social Responsibility and Company/Team Social events and activities – an opportunity to get involved and give back as well as have fun!
- State of the art office environment in Titanic Quarter, close to the city centre, shops and major transport routes.
- Free snacks, drinks & coffee.
- Free Car Parking and easy access to public transport.
- Access to on-site gym and other facilities.

Additional information:

Shortlisting: only candidates who demonstrate on their CV how they meet the essential criteria will be shortlisted. The panel reserves the right to apply all or part of the desirable criteria at the shortlisting stage.

Reserve list: a reserve list of candidates may be maintained for any similar vacancies (temporary or permanent) that may arise within 12 months of this recruitment process.

Employment offer: any employment offer is conditional and subject to satisfactory completion of all checks, including two employment references, proof of the right to work in the UK and a criminal records disclosure.

Lightyear is an Equal Opportunities employer. Appointments are based on merit.

The Company reserves the right to change your duties from time to time, or to transfer you to suitable alternative work in response to changing business needs.