

# Content Marketer

Location | United Kingdom

Start Date: TBC

## **The Organisation**

Lightyear is a fintech company with offices in Belfast and Sydney with a truly global scope. Founded in 2017 by Fintech entrepreneurs Chris & Roger Gregg, we focus on developing best in class SaaS applications in a fast-paced startup environment that prides itself on its collaborative and innovative approaches to software product development and breakthrough go to market strategies. Lightyear's AP product saves companies up to 80% of their time through automating data-entry and streamlining the Accounts Payable process for mid-market businesses across a variety of industries.

## **Role Description**

Due to company growth, we are creating a brand new position for a content marketing executive to join our team. We are looking for an experienced content creator to produce various types of content including blogs, social media posts, emails, videos and infographics.

## **The Person**

Our ideal candidate will be a creative content creator preferably with a background in financial services or accountancy. You will have ideally gained 2+ years experience in a marketing or content creation focused role, developing engaging content to attract new leads into the sales and marketing Funnel.

## **Responsibilities**

- Create various pieces of content to engage our audience and drive new leads.
- Blog on an on-going basis to promote Lightyear and its benefits to users.
- Create monthly nurturing emails for our subscriber and leads databases.
- Create social media content to grow our following and reach new audiences.
- Engage with our audience on social media to increase reach and awareness of Lightyear
- Collaborate with product managers, sales professionals and industry influencers to produce relevant content.

## **Key Skills / Requirements:**

- Minimum +2 years experience within marketing and/or content focused roles.



- Experience building audiences online
- Experience with Adobe Creative Suite (preferably Photoshop and Illustrator)
- Excellent communication and presentation skills (telephone, written and face-to-face)
- Excellent time management, a person who thrives on working autonomously
- Self-starter who is target-driven and motivated – must be comfortable in a target-oriented environment
- Preferred educated to degree level or equivalent experience
- Preferred have industry-relevant experience in either financial services or accounting sectors.
- Preferred video editing experience.
- The ideal candidate will be determined, outgoing, positive, articulate and diplomatic

### **Benefits**

- Start-Up Culture: Fast, Fun, Collaborative, Innovative.
- Career Development: Experienced leadership team, be part of a global success story early
- 20 Days paid leave plus public holidays
- Work-life balance. Flexible working hours and working from home.

To apply for this job please email [careers@teamlightyear.cloud](mailto:careers@teamlightyear.cloud) with a covering note explaining why you are perfect for Lightyear and a copy of your CV.