

Content Writer

Salary: Competitive

Location: Ghent, Belgium

Reporting to: Head of marketing

Experience Level: Degree with 2-5 years relevant experience, English and French speaking

About Fuse Capital

Fuse Capital breaks the mould of finance and traditional technology advisory firms. Operating since 2013 with clients in UK, Europe & Asia, we have helped over 350 clients secure bespoke private debt solutions. Our passion for supporting entrepreneurs and insight into the best private funds around the world enables us to accelerate growth.

We pride ourselves on our financial acumen yet are unlike traditional finance people. There are no suits worn in our office, instead, you will meet a team of diverse and young minds looking to connect and collaborate.

Fuse Capital follows a flat hierarchy methodology; everyone's voice is heard and encouraged. We enjoy the flexibility of hybrid working and believe that by bringing the right people together at the right time, our YOY growth trend will continue.

Job Overview

Due to rapid growth, we are looking to hire a dedicated and experienced Content Writer who wants to thrive in a fast-paced, collaborative environment with a high-volume workload often requiring short turnaround times. Working with our Head of Marketing to continually generate inbound leads, raise the bar on creativity, writing fresh copy that connects with the desired audience and drives action, you will be maintaining up-to-date knowledge of communication and client-related industry trends whilst staying updated on appropriate style guidelines and brand voice for consistency in messaging. You will create content for blogs, articles, white papers, social media, and the company website as well as evaluating analytics to adjust content as needed. You should also be able to follow editorial guidelines when creating content and know how to use a variety of writing and publishing programs. A strong attention to detail and the ability to work under pressure is essential. So, if you are ambitious and a quick learner with a versatile writing style, Fuse Capital is an excellent place to grow your career.

Responsibilities

- Create content and manage campaigns that will generate inbound leads
- Produce well-researched content for publication online and in print
- Interpret creative briefs to develop and produce creative concepts through to execution
- Organise writing schedules to complete drafts of content or finished projects within deadlines
- Research and understand the needs and target audiences, through online searches, reviews of existing research, interviews with subject matter experts, and in-person meetings

- Utilise industry best practices and familiarity with the organisation's mission to inspire ideas and content
- Communicate and cooperate with a writing team, including a content manager, editors, and web publishers
- Follow an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials
- Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, and blogs
- Organise and manage webinars, podcasts and livestreams
- Monitor and analyse the performance of key performance indicators (KPIs) to offer suggestions for improvement
- Collaborate with the wider team from concept development to delivery of final product
- Use search engine optimisation (SEO) strategies in writing to maximise the online visibility of a website in search results

Qualifications & experience

- Degree in English or Marketing (desired)
- 2 – 5 years' experience as a copywriter or in a marketing content role (required)
- Experience in a financial services company (desired)
- Excellent written and spoken French and English (required)
- Proven copywriting, editing and proof-reading skills across different short and long form content types
- Experience creating and executing a social content strategy
- Ability to work independently and consistently
- Strong interpersonal skills and willingness to communicate with clients, colleagues, and management
- Ability to work on multiple projects with different objectives simultaneously
- Great communication and organisational skills
- Good time management skills, including prioritising, scheduling, and adapting as necessary
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint, HubSpot, Adobe Indesign, photoshop and illustrator
- Have a good understanding of SEO best practices to maximise online visibility
- The willingness to get stuck in – we're founder-run so we make decisions fast and we all have the power to make an impact on our customers and our own success

Send your CV and cover letter to jobs@fuse-capital.com