



The **wealthcare** experts

Headquartered in Hong Kong with presence in Singapore, Australia, Japan and India, Quantifeed is Asia's leading provider of digital wealth management solutions for financial institutions. Developed by a team with experience drawn from leading investment banks, Quantifeed's QEngine has been named Best Robo Advisor Solution by the prestigious Asian Private Banker magazine for three consecutive years. Its robo technology powers banks, insurers, brokers and wealth planners to provide simple, personalised, and engaging wealth management journeys. Combining software engineering and quantitative finance, we help transform financial institutions into providers of wealthcare, a customer-centric service focused on meeting everyone's wealth management needs. For more information, please visit: <https://www.quantifeed.com>.



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If you like the sound of joining a young and dynamic team in revolutionizing the wealth management industry, then look no further and contact us at [careers@quantifeed.com](mailto:careers@quantifeed.com)

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## Marketing Copywriter

### Location: Hong Kong

We are seeking a Marketing Copywriter who is an experienced storyteller to translate our marketing objectives into clear narratives and help us build Quantifeed's brand.

The position will be part of our Marketing and Communications team based in Hong Kong, and report directly to the Marketing Manager

In this role, you'll get to showcase your love for wealthtech writing by helping us promote and sell our products and solutions to financial institutions. Your goal is to support marketing growth by writing content across the sales and marketing operation like blogs, website copy, social media posts, and other public-facing communications.

To be successful in this role, you should have solid prior financial/technology copywriting experience. You will need to work closely and collaboratively across Marketing, Product, Quant, Engineering, and Sales teams in the region.

Culturally, we work nimbly and collaboratively as a team. You will need to be comfortable working with different stakeholders and executing with pace and urgency. We are looking for a self-starter with the ability to work independently as well as in cross-functional groups.

### Responsibilities

- Produce engaging content for all campaigns across channels
- Facilitate interviews with internal subject matter experts (including C-level execs) to gather foundational content about our financial industry, technology, and brand.
- Supply compelling copy across all key marketing and sale collaterals
- Gather key business and user insights and create a long-term vision for the brand's content need
- Participate in creative concepting of brand and strategy to sell ideas in a clear voice with a strong point-of-view that aligns with brand and business objectives
- Take a comprehensive and innovative approach to storytelling and tying together big ideas and campaigns in ways that engage customers
- Create a writing style guide to establish and maintain our editorial voice and tone
- Audit our current product content to identify areas of improvement

### Requirements

- BA/BS degree or equivalent work experience
- 4+ years of copywriting at a technology or financial company (fintech company is a plus)
- Passionate about writing and technology. An understanding of the digital wealth management and technology Industry is important
- Highly creative writer but also a process-driven, data interpreter
- Ability to juggle multiple projects and prioritise efficiently
- Ability to seek answers aggressively and confidently within teams
- Well organized and pays attention to detail
- Bilingual in English and Chinese (ability to read and write Chinese is desired). Another APAC market language is a plus

**Apply now!**