



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

Units A-E, 12/F, Golden Sun Centre
59-67 Bonham Strand West
Sheung Wan, Hong Kong

T+852 3105 9610
www.quantifeed.com

Marketing Copywriter

Location: Hong Kong

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

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

In this role, you'll get to showcase your love for tech writing by helping us promote and sell our products and solutions to financial institutions. Your goal is to generate leads and support growth by writing content across the sales and marketing operation like blogs, whitepapers, customer success stories, press releases, industry articles, website content, webinar copy, social media posts, advertisements, and other public-facing communications.

To be successful in this role, you should have solid prior B2B financial/technology copywriting experience. You will need to work closely and collaboratively across Marketing, Product, Quant and Web Developer, and Sales team across Asia.

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

- Write persuasive, engaging marketing and communication content for all campaigns distributed through various channels
- Lead efforts to identify new content/communication opportunities, repurpose existing content, and surface other creative ways to elevate content strategies
- Focus strategies on ensuring content is targeted by audience, aligned with best practices and business goals, and is developed with consideration of competitive analysis and research.
- Do in-depth research on our industry and product in order to produce valuable content
- Facilitate interviews with internal subject matter experts (including C-level execs) to gather foundational content about our financial industry, technology, company, and brand
- Translate strategies into planning, execution, and optimisation of content
- 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/concepts in ways that engage customers
- Create a writing style guide to establish maintain our editorial voice and tone
- Audit our current product content to identify areas of improvement

Apply now!



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Requirements

- BA/BS degree or equivalent work experience.
- 5+ years of sales copywriting at a B2B 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 crucial
- Expert in content SEO optimization
- Extremely organized and pays attention to detail (your stakeholders will be BIG on this!)
- Highly creative writer but also a process-driven, data interpreter
- Ability to juggle multiple projects (we are a startup environment; this is no joke!)
- Ability to seek answers aggressively and confidently within teams (again, we are a startup, so everyone is busy)
- Bilingual in English and Chinese (ability to read and write Chinese is desired). Another APAC market language is a plus

Apply now!