

Content Specialist (Personal Finance)

ratehub.ca

Phone :

Web :

Job Summary

Vacancy :

Deadline : Jul 20, 2024

Published : Jun 20, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

WHO IS RATEHUB?

We're a company on a mission. Every single team member, from product & engineering to sales & marketing, finance, operations, and everything in between is obsessed with one thing; helping Canadians make better financial choices. And we're pretty great at it, too. Via our digital application technology and our award-winning in-house brokerages, we help over 2M Canadians per month make a positive impact on their finances. 365 days a year we deliver our users the best online mortgage experience, personalized credit card options, and cheaper auto & home insurance policies than they typically get from their existing financial adviser.

Changing how people make financial choices isn't easy, though. We know that achieving our mission is full of challenges; challenges that can be complex and often unexpected, but that are always interesting, rewarding, and fun to solve as a team. This is where you come in. We are on the hunt for the right kind of people to join us and help lead us forward to continued growth.

We're looking for a **Content Specialist (Personal Finance)** to join our Everyday Banking Team (based in downtown Toronto but also open to remote candidates), reporting directly to the Director of Everyday Banking.

The candidate will be a wiz at content development and will play a pivotal role in ensuring the accuracy and informativeness of our website. This includes conducting thorough research on various personal finance products to uphold the quality and reliability of our information and align with our commitment to providing valuable insights to our users.

YOUR RESPONSIBILITIES

• Product expert

- Conduct research and validation of key product features including but not limited to credit card insurance features (per card), the value of a rewards point, credit card reviews, etc.
- Tracking content metrics to see what performs best and what users are engaging with the most

• Content Writing

- Own the creation of content for Everyday Banking (Credit Cards, Banking, and Investing products) that is truly helpful to our customers
- Work with the Director of Everyday Banking and SEO Strategist to develop and implement a comprehensive content marketing strategy that spans multiple channels (blogs, social media, emails, etc.)
- Use a high level of curiosity for what truly helps our customers to drive your learning of our product, how our customers could benefit from content, and independently identify content solutions
- Create and manage a digital content calendar, ensuring consistent delivery of high-quality content. Work in collaboration with the Director of Content

• Content Management System - Publishing and Editing

- Edit and publish digital content using WordPress
- Collaborate with our Editorial Team to ensure what we produce is in line with our brand standards
- Work collaboratively with our SEO Strategist to optimize content for SEO and ensure our content is up-to-date
- Act as a key stakeholder in the prioritization and implementation of relevant CMS components, website functionality, and content updates to ensure a seamless user experience

YOUR QUALIFICATIONS

- 3 - 5 years of experience in content marketing, with a proven track record of building successful content strategy
- Deep interest and knowledge of the Personal Finance space, particularly as it relates to credit card, banking, and investing products required
- WordPress knowledge and previous experience
- Excellent written and verbal communication skills, with a knack for crafting engaging and informative content that is not generic, but that truly helps customers
- Strong project management skills, with the ability to handle multiple projects simultaneously and meet deadlines
- Familiarity with SEO best practices and tools to optimize content for search engines

CULTURE FIT:

- **No Ego:** No task is too big or small. You are never afraid to ask questions when you are trying to learn and understand things. You have no problem rolling up your sleeves and helping to execute when the team needs help. This humility extends to all aspects of your work and interaction with teammates.
- **Player Coach:** You mentor and teach as you execute. You model the behaviour you expect from your team. You don't just tell others what to do, you know and show how to do it at a high standard.
- **Growth mindset:** You have a desire to always continue to grow and learn. This means a willingness to get outside your comfort zone and try new things because you view these as opportunities to gain skills and knowledge.
- **Helping Hand:** You always offer to help without having to be asked. You go the extra mile to help out regardless of your team and function.
- **Get S##T Done:** Your bias is towards action. This means pitching in and rallying to get things across the finish line. Rather than putting off work ask yourself what you can do today to move the needle on a project or goal.
- **Digs Deep:** You aren't afraid to ask questions because you want to understand every issue so that you can properly solve the root cause of the problem instead of just completing the task you are given.

JOB PERKS:

- Competitive salary: We know life is expensive
- Flexible hours: Enjoy a couple more hours of sleep in the morning, if you want
- Benefits: Health is wealth! A benefits package with no employee contribution required
- Perks: RRSP matching program, individual training allowance, access to financial literacy training and resources
- Casual dress code: If it's good enough for you, it's good enough for us
- Fun team socials

Ratehub welcomes and encourages applications from people with disabilities. Accommodations are available upon request for candidates taking part in all aspects of the selection process.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
