

Spark Change Group Inc.



Content Marketing Manager | London | Full-time

About Spark

We are a privately funded Fintech company founded by executives in clean energy, compliance and marketing. We provide a capital growth investment solution that has a revolutionary impact on climate change: for every Spark token in circulation, global pollution is reduced. With the cost of climate change estimated to be \$200bn a year, we aim to help close the Emissions Gap; prevent obstructive lobbyists from slowing the rate of change; and create a useable digital currency for tomorrow that benefits everyone.

Founded in 2018, Spark has offices in Seattle and London and is on a mission to impact the lives of billions.

Job Description

We are looking for a prolific and talented content creator to tell our distinctive story, producing various forms of high quality digital content and blogging regularly to expand the company's digital footprint and awareness. If you are an entrepreneurial, creative marketer and passionate about climate change then this is a unique opportunity to be part of a small but mighty team on a mission to disrupt pollution levels at global scale.

Key Responsibilities

Well organised, experienced in a B2C environment, with a writer's background essentially, the Content Marketing Manager will have a direct and immediate impact on our company's growth trajectory and be responsible for:

- Creating high quality thought-provoking content to support the company's mission and voice, that people enjoy reading
- Researching and distilling industry news and trends, keeping our views on point and ahead of the curve in the fast-moving world of cryptocurrencies

Please submit your resume and cover letter to jhd@sparkchange.io

- Analysing and leveraging the best distribution channels to reach and influence peers within the cryptocurrency and climate change communities
- Setting up measurement methods to ensure we successfully grow a following of high profile and respected companies and individuals that know our industry as well as we do
- Blogging on an ongoing basis to support various creative initiatives, attracting site visitors through search, social media and email
- Collaborating with the Technical Lead to help elevate the company's engineering brand through published (technical) content

Requirements

Company is seeking strong writing and entrepreneurial experience, typically defined by:

- Minimum of 4 years in a content creation or writing role, preferably B2C, with channel-specific expertise (blog, LinkedIn, Twitter, etc.)
- Bachelor's degree (or equivalent)
- Loves to share, collaborate and brainstorm; well suited to the dynamics of a start-up environment
- Meticulous, well-organised, creative, analytical - all the attributes of a good brainstormer
- Outstanding writing and creative skills, with the vision and ability to communicate effectively with the outside world and media
- Proven ability to build audiences online leveraging expertise in social media platforms
- Start-up experience in a small (potentially distributed) team where curiosity, drive, and willingness to roll sleeves up were everyday life
- Fintech experience a plus
- Proficiency with Adobe Creative Suite or similar
- Passion for Company's mission