



Job Description: Manager – Digital Content & Brand Communication

FinEdge is India's leading FinTech based Financial Planning platform with 1,000 Crores of Assets under Management, and clients spread across more than 1,800 cities across India. As we embark on a mission to scale our team of qualified Investment Managers, we are building a highly capable team of content experts who will communicate our core messages and beliefs to millions of people across India, thereby helping create a new generation of better investors.

The role covers multiple aspects of content creation and delivery, and the ideal candidate would be highly creative and excellent at grasping the finer points of a brand, and communicating the same through various media ranging from visual imagery to compelling text.

Responsibilities

- Creating robust content around investing, financial planning and the USP's of FinEdge
- Coordinating with external, third party agencies (Digital marketing, Social Media and PR) to ensure everyone is in sync with our brand communication objectives
- Work on branding and creating marketing media and content
- Creating engaging and relevant social media posts
- Executing Social Media Marketing campaigns on Youtube, Facebook, LinkedIn, Instagram, and other channels.
- Developing content for the FinEdge's website landing pages and keeping them up to date
- Collaborating with other teams like designers and developers to align content with the company's brand
- Reviewing, editing, and proofreading content developed by third party vendors

Requirements and skills

- Bachelor's Degree in any field (minimum qualification)
- Usage of tools such as Canva, Paint, Adobe Photoshop, ability to create engaging infographics
- Proficiency in creating social media content
- Should be able to work in a fast-paced environment and work on multiple assignments simultaneously
- Excellent writing and editing skills.
- Excellent Research Skills

Salary: Based on Experience and Skills

Number of positions: 02

This is a full time role based out of our Office in Gurgaon