

**Job title**

Content Marketing Executive

Location

Remote working with 1 day a week in the Bristol office

Who we are

Logqbox exists to build better borrowers. We've already supported 1 million members to improve their credit – and we're just getting started. From helping people build credit, grow their savings or simply understand how it all works, we're here to unlock life's possibilities and help people achieve their financial goals. And we believe the best way to do that is to make people feel something.

About the role

We're looking for an experienced content marketer who can turn audience insight and creative ideas into words that make people stop, feel and act.

Reporting to the Lead Content Manager, you'll create persuasive, distinctive copy across paid advertising, social media, email, SEO, landing pages and more. You'll work across Marketing, Partnerships and Product, taking ownership of briefs from initial idea through to delivery and optimisation.

This is a varied, hands-on role for someone who loves their craft but also understands that brilliant copy needs to deliver results. You'll use audience insight, performance data and experimentation to create stronger work, while helping us develop a braver and more distinctive Logqbox voice.

What you'll do

- Craft content that inspires, informs, and converts, helping more people create a happier, healthier relationship with money
- Create copy across paid advertising, social media, email, SEO, landing pages, blogs and internal communications.
- Take ownership of delivering on copy briefs, from initial idea and concept development through to delivery and optimisation.
- Use AI to produce quality content at scale

- Lead the creation and delivery of multi-channel content, which spans both copy and visual formats
- Create engaging, relatable content for our platforms, interviewing members of the public and appearing on camera.
- Create persuasive advertising copy that captures attention and drives conversions
- Collaborate on weekly social media content calendars, increasing our follower growth and engagement rates
- Match content to intent at each touchpoint in the customer journey, while bringing the brand to life in a way that resonates with our audience
- Support the delivery of our SEO content roadmap, building and optimising content to improve search rankings and discoverability
- Participate in cross-functional experiments, using copy creatively to achieve more impact by optimising the experience for our audiences and members on new and existing channels
- Deliver monthly reporting in your owned areas that demonstrates business impact delivered by our marketing channels
- Step outside to create content - we create content, attend and cover events, around Bristol and in locations across the UK
- Consistently communicate our brand values and mission across all content channels
- Manage multiple stakeholders and projects at any one time, prioritising and working to agreed timelines
- Contribute to building a positive culture and acting as a cheerleader for your colleagues — we play together and win together

About you

- 3–5 years' experience as a Content Marketer, Copywriter, Content Creator or similar role
- Excellent copywriting, communication and presentation skills
- Self-aware, collaborative and a genuine team player.
- Highly organised and able to meet deadlines in a fast-paced environment
- Proactive, resourceful and able to solve problems quickly.
- Feel confident using AI tools to research, create and edit your work.
- Able to turn audience insight and member and market behaviour into persuasive copy.
- Commercially minded, with a focus on how content contributes to brand awareness, lead generation and member conversion.
- Curious and excited to experiment with new ideas, approaches, channels and playful social content.
- Up to date with developments across advertising, brand, social media, platform algorithms and marketing best practice.

- Comfortable using marketing data to understand performance and improve content.
- Responsive to feedback and equally comfortable giving it, explaining your decisions and presenting your ideas.
- Previous experience in a high-growth consumer technology business is a bonus
- Based in or around Bristol – we're in the office together every Thursday.

Benefits

- Competitive salary – based on your level of experience
- Annual bonus
- £500 richer life development fund
- 25 days holiday (plus bank holidays), Christmas closure, plus a day off in your birthday month
- Enhanced parental leave package
- Nomad working policy – work up to 20 days from abroad.
- Pirkx employee reward scheme; telephone GP, free counselling, high street discounts and more