



Content creator

About Downing

Downing is a fast growing, entrepreneurial investment manager based in the City of London. We believe a great investment opportunity isn't just financial, it's a chance to invest in things that matter – our environment, our health, our society, our local communities and our economy. Our ability to adapt and innovate to create investment products for our customers, while committed to an integrated approach to ESG, is key to our success; and our [core values](#) are vital to everything we do – from the businesses we invest in to the people we hire.

Thousands of customers trust Downing with over £1.4 billion of their money, which as a [responsible investor](#) we put into businesses that can make a difference.

This is a new opportunity to join a growing marketing team in a company with a large base of existing investors and advisers. As part of a centralised marketing function you will get exposure to all parts of the business - from our tax-efficient investment products to our listed funds.

Role and key responsibilities

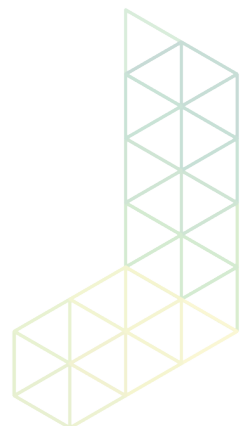
As a content creator you will report directly into the Senior Communications Manager, supporting the development of investor communications, product marketing collateral, thought leadership pieces and website copy.

We are still a small team and Downing is an entrepreneurial company, so we want someone with creative flair, who is happy to get stuck-in across the team.

- Work closely with the customer service team to develop regular, concise, clear and accurate communications across multiple channels to our investor and adviser base, strengthening our relationships over time
- Work closely with sales and product to develop compelling collateral that engages and educates our prospects and customers, bringing our products and services to life
- Work with the investment team to pull out key insights and hooks that can support the marketing fundraising and funds retention efforts
- Support on the ongoing development of the Downing website, writing compelling copy that supports the key marketing messages
- Work with the investment teams and our external PR agency to draft and review press releases
- Be a customer ambassador, developing communications that are straight-forward and easy-to-understand
- Produce clear, compelling copy across a range of formats across the business

Requirements:

- Exceptional written and verbal communications skills
- Impeccable attention to detail
- A driven, proactive mindset
- Experience in writing creative and engaging content
- 2-4 years' experience in Financial Services





Plus:

- Basic knowledge of SEO
- Adobe suite (or similar) experience

About you:

- **Attention to detail** – our marketing, product and investment managers and senior accountants are detail-oriented so you must be comfortable with the work you are creating and sharing
- **Confident working in a regulated environment** – your work will be subject to Financial Promotion regulations
- **Customer-oriented** - you care about improving service to internal and external customers and providing solutions to deliver successful, 'right-first-time' outcomes
- **Approachable**, friendly and professional while working diligently. Nothing is too much trouble
- **Team player** – have fun! We do our best to cultivate an open, honest, hard-working and fun culture

Pay and benefits

For the successful candidate, we will put together an attractive reward package that will include:

- Competitive starting salary
- Discretionary bonus
- Pension scheme
- Health insurance
- Life assurance
- Income protection
- Death in service insurance
- Additional social perks

Additional details

- Reports to the Senior Communications Manager
- Full-time working from London office, in Monument
- All candidates must be eligible to work in the UK or have a working visa

To apply please send your CV to recruitment@downing.co.uk. Make sure to include your notice period.

We try to reply to all individual applicants and will provide feedback for any candidates that reach the interview stage.

Please note, we are committed to sourcing candidates directly and as such we do not accept speculative CVs from agencies.

To understand what information we collect about you, how we will use it and for what purpose, please read our privacy notice.

