

Email and content marketing associate

Location: London, UK

To apply, please submit your CV and a cover letter to HR@neudata.co.

Neudata is looking for an email and content marketing associate to join its growing team in London.

In this role, you will be responsible for managing and executing Neudata's email marketing campaigns across its expanding product line. Your emails will regularly be read by the top professional investors in the US, UK, EU and APAC – it's your job to grab their attention and share the latest developments that can help them make investment decisions.

You will also support the development of marketing content for use by Neudata's sales and research teams. Since producing copy is a key aspect of this job, strong writers are highly encouraged to apply.

This role reports to Neudata's head of news and marketing.

Neudata is a rapidly growing FinTech firm that helps professional investors find new, interesting sources of data that can supplement their investment process. Our team consists of 35 research analysts, developers, journalists, events professionals and business development staff across London, New York and Shanghai.

ROLE RESPONSIBILITIES

- Draft engaging copy for Neudata's weekly newsletters
- Manage email marketing schedule and delivery across Neudata's expanding product line
- Produce analytics reports on email marketing campaigns
- Support production of marketing collateral, including white papers, sales documents, demo videos, etc.
- Manage Neudata's social media presence across LinkedIn and Twitter
- Support sales staff in lead generation efforts
- Support Neudata's earned media / public relations efforts

YOU SHOULD HAVE

- 1-2 years of experience in email or content marketing, which includes the use of an email marketing platform (Mailchimp, Pardot, etc.)
- A clear, concise writing style
- Strong organisation skills and attention to detail
- A keen interest in the world of investment management and the ways in which access to data is changing the industry
- BA in marketing (or equivalent work experience)
- Eligibility to work in the UK

BENEFITS

- 25 paid holidays per year
- Two days study leave and two paid volunteering days

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