



Website Editor & Content Writer

Join a Transformational Team

This is a superb time for a creative and enthusiastic **Website Editor & Content Writer** to join our multi-award winning company. With over 15 years' experience, **Seopa Ltd.** is enjoying unprecedented growth as we double in size and profits over the next three years. The right candidates will have an opportunity to work in a friendly, dynamic and inclusive working environment with like-minded, talented and passionate individuals, and will be a key player in the evolution of real time systems used by over 3 million people per annum.

Seopa Ltd., a UK based company with branches in Belfast and Timisoara, is an industry leader in creating and hosting financial and energy price comparison engines. In addition to providing our software and systems to other companies, we operate our own insurance comparison brands - Quotezone.co.uk and CompareNI.com.

Our systems enable insurance providers to secure business within their target markets and empower consumers to easily identify those providers who meet their financial product requirements at market leading prices. Our affinity partnership arrangements also facilitate other companies to increase the range of services offered (and revenue generated) via their websites.

With over 400 financial partners in the insurance industry and numerous affinity partners who use our powerful technologies, we are a trusted, respected and successful company, currently enjoying rapid expansion.

Our success has been recognised by a series of awards including six consecutive Deloitte Technology Fast 50 awards, a Deloitte EMEA Technology Fast500 award, and two prestigious Deloitte Best Managed Companies awards in 2017 and 2018.

Role Description

You will be producing innovative and engaging, SEO-friendly copy plus other content, mainly focused on the financial services sector, to give consumers useful information related to our comparison products during their customer journey on our websites. Creative thinking and problem solving skills are key to attracting and engaging consumers from various marketing channels, using a consistent style and tone, whilst adhering to legal and compliance requirements. A solid understanding of financial products, analytical skills, and willingness to learn are important.

Job Ref: WECW0418

Seopa Ltd is authorised and regulated by the Financial Conduct Authority (FCA). Our register number is 313860. Our permitted business is insurance mediation.

Seopa Ltd is a data controller under the Data Protection Act 1998, and is listed on the data protection register, Registration #Z8733752.

Duties and Responsibilities:

Tasks may include but are not limited to:

- Researching and producing clear, engaging, seo-friendly copy and other content which is mainly focused on the financial services sector (insurance, loans, mortgages etc) to give consumers a clear understanding of our products (product comparison) during their customer journey on our price comparison websites.
- Using creative thinking and problem solving to target copy correctly to engage users from various channels including our own public-facing websites, Facebook, twitter, blogs and infographics.
- Contributing to overall planning and maintenance of our websites to gain maximum effect on SEO, PPC and other advertising sources.
- Ensuring accuracy of content.
- Analysing website content performance to improve website conversion rates.
- Liaising with partners, and using your own initiative, to explore new business opportunities and to find ways of improving our websites.
- Producing reports for the Marketing Manager.
- Liaising with IT to ensure any day to day technical issues affecting websites/social media channels are resolved in minimal time.
- Creating, reviewing and distributing press releases, award entries and other company promotional articles.

Personal Specification:

Academic:

- Educated to degree level with a minimum 2:1 classification or equivalent and 3 grade 'B's or above at A-Level are desirable, although not essential.

Experience:

- Experience in writing finance-based web content which has attracted audiences ideally in a B2C setting is desirable.
- A solid understanding of financial products and ability to learn independently.
- Understanding of how SEO and content marketing work is desirable
- Web development experience desirable (in particular – HTML, CMS systems, Google Analytics) but not essential.

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- Copywriting experience in an e-commerce or financial services environment is desirable.
- PR experience desirable.

Applications from less experienced, but high calibre individuals will also be considered.

Capabilities:

- Ability to work as part of a team.
- Ability to multi-task.
- Ability to self-educate yourself where required.
- Computer literate and quick to pick up new systems
- Ability to manage projects successfully against tight deadlines.

Personal Qualities:

- Good interpersonal skills.
- Articulate, ambitious, enthusiastic, responsible and thorough.
- Attention to detail.
- Self-motivated and able to use your initiative where possible.

Responsible to (reporting relationship):

Marketing Manager

Job Type:

Permanent full-time

Benefits:

Generous remunerative package

Great social events and team outings (this year our annual conference is in Madrid)

A fantastic work hard/play hard culture

Generous annual holiday allowance

We'll shortly be moving to a new state of the art office suite in Belfast city centre

Location:

8-10 Amelia St, Belfast BT2 7GS (current)

How to Apply:

Please submit your CV to jobs@seopa.com. A covering letter clearly outlining how you meet our criteria would be extremely helpful.

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