

## FinMC Job Listing: Junior Copywriter

Send applicant inquiries to: [hr@finmc.com](mailto:hr@finmc.com)

## About FinMC

FinMC is a financial publishing company focused on retail trading education; an ever-changing, exciting and fast-paced environment. We deliver proprietary financial products and compelling content to our growing subscriber base through various marketing channels and specialize in options trading programs that offer trade alert services from a variety of trade experts that this candidate will support.

We are a collective team of ~85 employees working in a hybrid environment between “at home” and in our HQ office located near Jacksonville, FL. We're committed to delivering excellence to our diverse subscriber base and thrive in a relaxed yet results-oriented culture.

## Job Description

If you are a results-driven marketer and/or copywriter with a passion for crafting compelling narratives in the financial markets, have a hunger for continuous learning and driving engagement, this opportunity could be a great fit for you. From curating captivating webinar campaigns to engaging upsell/cross-sell opportunities, your role will be pivotal in crafting marketing copy that drives revenue for our financial publishing products focused on trading education. We're looking for someone highly trainable and highly motivated who can crank out short-form and long-form direct response copy in a fast-paced environment. You should have a joy of writing, a keen eye for detail and excellent communication skills... not to mention a vivid interest or love of finance, the markets and retail trading.

We are on the hunt for a creative mind to join our team as a **Junior Copywriter** to lead our content-driven marketing initiatives. While we're not looking for trading and investing experts (we've already got that covered), we do need someone to become extremely familiar with our experts' material to develop BIG MARKETING IDEAS to expand our business. To be successful in this position, you must become extremely familiar with our sales and marketing strategies to ensure they produce impactful ideas and persuasive copy pertaining to trading.

If you're NOT intellectually curious, hard-working, or responsive to constructive feedback, **then this position is NOT for you.** This role will require the ability to multitask, hit deadlines and be able to quickly pivot when schedules change.

In this role, you will leverage their expertise (or strong interest) in content strategy, promotional storytelling, and enthusiasm in the trading/investing space to create impactful campaigns that resonate with our target audience and contribute to our overall business growth.

Join our team and be part of a creative and dynamic environment where your talent and skills will make a significant and immediate impact. Please submit your resume and any relevant work samples to [[hr@finmc.com](mailto:hr@finmc.com)]. We look forward to reviewing your application!

## Core Responsibilities:

- Copy Content:

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- Develop compelling and persuasive copy for marketing materials, emails, landing pages, and promotional campaigns tailored to our trading education products.
- Edit for content, specifically regarding market/trade/options information, compliance and marketing/CTAs.
- Tailor copy to resonate with target audiences, utilizing persuasive language and storytelling techniques.
- Maintain consistency in brand voice and messaging guidelines across all written content.
- Write promotional reports, watchlists and related items as needed.
- Use storytelling techniques to craft narratives that captivate audiences and establish emotional connections with potential customers.
- Conduct research on financial market trends, trading strategies, and investment concepts to inform copy creation.
- Develop a deep understanding of target audience personas to create copy that resonates with their needs, preferences, and pain points.
- Adapt copywriting style and messaging for various channels and platforms, ensuring consistency and effectiveness across diverse mediums based on data-driven insights to enhance campaign effectiveness.
- Adapt quickly to evolving market trends and industry changes, integrating innovative approaches into copywriting strategies.
- Communicate complex financial concepts in a clear, concise, and engaging manner for diverse audiences.
- **Research and Compliance:**
  - Ensure compliance with regulatory standards and industry best practices in financial communications.
  - Conduct in-depth research on financial market trends, trading strategies, and investment concepts to inform and enrich copywriting efforts.
  - Stay updated on market developments and industry trends to integrate relevant insights into copy.
  - Research and engage with competitor programs to draw insights to incorporate into future marketing campaigns and copy.
  - Engage in continuous learning and professional development to enhance skills and stay updated on market nuances.
  - Engage in continuous learning and development related to financial markets and trading education concepts.
- **Data Analysis and Optimization:**
  - Collect and monitor readership statistics for assigned franchises.
  - Regularly analyze campaign performance metrics to measure the effectiveness of marketing efforts.
  - Interpret data analytics and performance metrics to make data-driven decisions for optimizing copy effectiveness.
  - Utilize insights to refine strategies, optimize copy and call-to-action mechanisms, and improve overall engagement and conversion rates.
  - Adapt and refine copy based on performance metrics and A/B testing to optimize conversion rates.
- **Collaboration:**

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- Work closely with cross-functional teams including marketing, editorial and creative teams to ideate and execute campaigns that resonate with our audience and drive conversions.
- Provide valuable input during brainstorming sessions and contribute to a collaborative and innovative work environment.
- Coordinate with Copy team (and gurus) on editorial topics and market trends that fit with what they are actively promoting
- Identify revenue opportunities through innovative campaigns, special renewals, and new approaches, contributing to the financial success of our initiatives.

## Requirements:

- Strong understanding of financial markets, options trading, and related terminology (or willingness to learn starting day 1).
- Express legitimate joy for writing, research and marketing
- Excellent communication skills and the ability to work collaboratively in a team environment.
- Willingness to maintain a revenue-oriented and customer-obsessed focus with
- Strict adherence to compliance guidelines and regulatory requirements
- Strong attention to detail and solution-driven mentality using creative problem solving
- Must be able to work independently in a remote environment, especially to self-check work and troubleshoot any issues
- Flexibility to adapt to changing priorities and tight deadlines.
- Ability to work in a very fast-paced and constantly changing environment
- Strong and self-managed organizational, time management, and analytical skills
- Must LOVE the markets, trading, finance and want to grow knowledge/experience in these areas
- Knowledge of finance, trading and direct response publishing a plus (not required)
- Creative thinker who can ideate and experiment with new approaches to content marketing.
- Proven track record of creating and executing successful content-driven marketing campaigns that have resulted in increased brand awareness, engagement, and conversion rates.
- Strong writing skills with a portfolio showcasing previous copywriting work (financial markets-related samples preferred).
- Working knowledge or experience in the financial markets, especially stocks and options, is highly desired.
- Adept at conducting market research to inform copywriting strategies.
- Familiarity with direct-response marketing principles and strategies.
- Ability to work collaboratively in a fast-paced environment, adhering to deadlines and adapting to feedback.
- Bachelor's degree in Marketing, Communications, or a related field preferred
- Normal working hours are 9AM-5PM, Monday-Friday, remote

## What to Expect - Initial 30 Days:

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### Week 1:

- Introduction to the team and key stakeholders.
- Deep dive Immersion in our brands, mission, company's trading education products, gaining an understanding of our target audience and market positioning.
- Familiarization with internal tools, platforms, messaging guidelines and ongoing marketing campaigns.
- Begin self-guided, in-depth video training series with daily written follow-up/recaps to Copy Chief while conducting short quizzes to validate information and conceptual understanding.

### Week 2:

- Continue self-guided, in-depth video training series with daily written follow-up/recaps to Copy Chief while conducting short quizzes to validate information and conceptual understanding.
- Participate in project kick-off meetings to gain insights into client expectations and deliverables.
- Participate in live webinars throughout the week by internal brands to observe and take notes of copy call outs.
- Review current content strategy and campaigns.

### Week 3:

- Work on first full project using a control copy package (campaign) as a base guideline
- Take ownership of specific tasks and related responsibilities.
- Communicate with project stakeholders to ensure alignment and timely delivery.
- Shadow senior copywriters and participate in brainstorming sessions to understand our copywriting processes.

### Week 4:

- By the 4th week, the Junior Copywriter should have developed a solid understanding of our company's processes, guidelines, and expectations. They should be able to work independently on assigned projects, demonstrating proficiency in required tasks/responsibilities.
- While occasional guidance and input from Copy Chief will still be required, they should be capable of delivering high-quality work that aligns with our brand identity and objectives.

## What to Expect - Recruiting Process:

- Step 1: Apply to job posting with resume and cover letter (and copy samples, if available) to [hr@finmc.com](mailto:hr@finmc.com); we will vet resumes to ensure all qualifications are met (24-48 hours upon receipt)
- Step 2: Prescreen with Company Exec or member from HR (15-30 mins)
- Step 3: Initial interview with Copy Chief to vet candidates (30-45 mins)
- Step 4: Complete "test" assignment (unpaid): we will provide you with a webinar recording and ask you to write a minimum of 3 different pieces of short form copy and any other insights you are able to generate from the content (24 hours)

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- Step 5: Final interview with Copy Chief, Copy Team and Publisher (head of marketing, fulfillment and product development), if applicable (45-60 mins)

**Benefits**

- Health Insurance
- 401K eligibility w/ match program
- Paid Time Off (PTO) days & Paid Holidays

Job Type: Full-Time  
Location: Jacksonville, FL (remote work OK)  
Pay: \$40-45k + commissions  
Start Date: January 2024