

## POSITION DESCRIPTION

TITLE: Content Writer and Internal Comms

DETAILS	
Reports to:	Chief Marketing Officer
Location:	Squirrel Head Office, 29 Sale Street
Type of Position:	Full-time
Last updated:	October 2021
PURPOSE AND SCOPE	
<p>Squirrel is a growing brand with multiple financial products and services aimed at getting as many Kiwis into their own homes as we can. We are in an exciting stage of growth and we've got tons to say - both internally and externally.</p> <p>This role will be the fifth member of the Squirrel marketing team and has two primary purposes:</p> <ol style="list-style-type: none"><li><u>Content Writing</u></li></ol> <p>We need a team player who is also a self-starter. You will love to dig in and research complex topics, and be comfortable turning tricky concepts and financial product features into interesting and engaging content that reflects the Squirrel brand tone of voice and values.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"><li>• Interviewing the CEO and writing regular mortgage market updates</li><li>• Writing case studies on anything from first home buyers, property developers, investors.</li><li>• Scheduling and conducting interviews with various clients and industry experts and turning those into compelling content, video and written.</li><li>• Owning and maintaining our website blog, monitoring SEO using Google Analytics</li><li>• Writing and updating various guides and manuals for specific client sectors such as first home buyers and investors</li><li>• Taking the initiative to research and pull together interesting and engaging articles on a range of topics</li></ul> <ol style="list-style-type: none"><li><u>Internal Communications</u></li></ol> <p>We are looking for a superstar to help craft and execute an internal comms programme to keep our people engaged and excited about the brand and keep them informed of</p>	

company developments. You will have the support of the wider marketing team to execute the programme but you will be the owner. We want to create and maintain a culture to be proud of, where our people feel a sense of belonging, empowerment and freedom to be themselves.

Responsibilities include:

- Organizing workshops, intranet, keeping our staff handbook up to date
- Initiatives to embed the brand with our people and support the Squirrel values
- General company communication updates
- Self-directed research and proposal of how to create a world-class culture that reflects the Squirrel brand and its people.

### KEY WORKING RELATIONSHIPS

Internal	You belong with the marketing team. You will have strong relationships with our CEO, COO and Mortgage Advisers, interviewing and translating complex expert knowledge into digestible content. You will be the primary lead for internal communications so you'll become familiar with the entire company.
External	You will be comfortable forming relationships with guest bloggers, industry experts, and clients for case studies.

### HEALTH AND SAFETY

At Squirrel, we are committed to Health, Safety and Wellbeing (HSW) of everyone in our workplace. Every Squirrel has a responsibility for the HSW of themselves, their actions and the actions of those around them. Employees should be familiar with HSW hazard and risk registers, accident and incident management and other tools which are available in the employee handbook for reference.

### THE SQUIRREL DIFFERENCE

Our Values	Fairness: a strong sense of justice Authenticity: being real & true to oneself Curiosity: questioning & challenging Freedom: to live our best lives
Communication	We are a team, and how we communicate is important. We pride ourselves on being Best at What's Best for You, and that runs through everything we stand for internally and externally. Respect each other. Be authentic. Don't forget your sense of humour.

Proactive	Take initiative for yourself, your development and your goals. Be proactive rather than reactive. Question and challenge norms. We are evolving as a company, and expect that you as a person will too.
<b>KNOWLEDGE AND TRAINING</b>	
Education and training	<ul style="list-style-type: none"> <li>• Journalism, Public Relations, or long-form copy related training</li> <li>• Official qualifications aren't essential but at least 5 years experience in a relevant field is key.</li> </ul>
Previous Experience	<ul style="list-style-type: none"> <li>• Several years professional writing experience ideally with knowledge about the financial sector</li> <li>• Some internal communications experience would be beneficial</li> </ul>
Technical Skills	<ul style="list-style-type: none"> <li>• Proficient with Microsoft Office, Google Analytics and experience using a website CMS would be useful</li> <li>• Video editing skills would be advantageous but not essential</li> </ul>
Other Skills	<ul style="list-style-type: none"> <li>• Creative thinker</li> <li>• Self starter</li> <li>• Confident interviewing people from all walks of life</li> <li>• Strong self of brand and culture</li> <li>• Ability to take complex ideas and simplify into digestible content</li> <li>• Attention to detail and research driven</li> </ul>
<b>WORKING HOURS / LOCATION</b>	
<p>This role will be based in our Squirrel HQ Office, 29 Sale Street and may require travel to meetings from time to time. Regular working from home is also possible with prior agreement in accordance with our Working from Home Policy.</p> <p>Our standard working hours are 8.30am – 5.30pm, but we are happy to accommodate a flexible schedule.</p>	

If this all sounds like a bit of you and you're keen to join a close-knit team of motivated marketers please get in touch by emailing [work@squirrel.co.nz](mailto:work@squirrel.co.nz) with your CV and cover letter before **Friday November 12<sup>th</sup>**, telling us a bit about yourself and why you'd like to be considered for this role.

We look forward to hearing from you!