



<https://fintechnews.sg/job/content-executive-at-youtrip/>

Content Executive

Description

Join the Youtrip as a Content Executive to steer the growth of YouTrip's editorial content and execute written content to engage and acquire new and existing audiences to the YouTrip blog and social media platforms.

YouTrip is Southeast Asia's 1st and leading multi-currency wallet. As a regional financial technology startup, YouTrip is dedicated to creating the best mobile financial services by simplifying foreign currency payments and offering the best exchange rates. Launched in 2018, YouTrip has been voted the #1 multi-currency account in Singapore with the largest user base in the region following its successful launch in Thailand in partnership with Karsikornbank in 2019.

YouTrip is a Major Payment Institution licensed under the Monetary Authority of Singapore and awarded the Top FinTech Leaders 2020 by Singapore FinTech Association, and ASEAN's Best Fintech Startup 2019 by the Rice Bowl Startup Awards.

As the Content Executive in Singapore, you will be creating engaging editorial content as well as maintaining the editorial voice across YouTrip's marketing platforms. This is a full-time position.

Responsibilities

- Be responsible for driving the organic performance of the YouTrip blog
- Research trending and relevant topics, curating information to produce content
- Monitor and optimize content strategies through data-driven insights
- Be part of the YouTrip Marketing team to support editorial amplification for campaigns

Qualifications

- **A passionate creative writer** – You have excellent writing skills, with editorial experience of 1-2 years. Having experience in finance and travel-related content is a plus. Fresh graduates with relevant internship experiences are welcome to apply
- **An effective storyteller** – You keep current with emerging trends and behaviors that drive readership and audience captivity. You are able to contextualize and understand how insights/data can help to produce compelling content. Experience in SEO and WordPress management will be a plus
- **A fearless self-starter** – You are highly resourceful, adaptable, and willing to push creative boundaries to drive organic blog traffic

Hiring organization

Youtrip

YouTrip is a multi-currency mobile wallet with a prepaid Mastercard® that offers zero transaction fees across 150+ currencies at wholesale exchange rates. The mobile app also allows for the exchange and storage of 10 selected currencies in advance through the in-app exchange feature. The YouTrip mobile application works with a linked prepaid Mastercard® and can be used to make payments at more than 30 million Mastercard accepting merchants worldwide.

YouTrip is a regional financial technology startup based in Hong Kong and Singapore, dedicated to creating the best mobile financial services for travellers by simplifying overseas spending and creating a fuss-free travel experience. YouTrip's mission is to help people across Southeast Asia manage their money in a simpler yet smarter way, starting with a core focus on travelers.

Employment Type

Full-time

Job Location

Singapore

Date posted

June 9, 2022

APPLY