



<https://fintechnews.sg/job/growth-operations-specialist-content-at-binance-2/>

Growth Operations Specialist – Content

Responsibilities

- Design content marketing strategies and set short-term goals
- Undertake content marketing initiatives to achieve business targets
- Collaborate with design and writing teams to produce high quality content
- Develop editorial calendar, delegate tasks and ensure deadlines are met across several initiatives such as FAQs, blogs etc
- Deliver engaging content on a regular basis and inspire team members
- Edit, proofread and improve content
- Optimize content considering SEO and Google Analytics
- Analyze web traffic metrics
- Share content through various channels, ensuring strong web presence
- Receive customer feedback and generate ideas to increase customer engagement

Qualifications

- Excellent creative writing ability, proven with available examples
- Passion and experience writing in the IT/Tech/Fintech field, especially for the cryptocurrency space.
- Clear, concise and unambiguous writing style
- Ability to produce content quickly, on a regular basis
- Strong social media platform understanding
- Native or close to Native level English ability.

Job Benefits

Working at Binance

- Do something meaningful; Be a part of the future of finance technology and the no.1 company in the industry
- Fast moving, challenging and unique business problems
- International work environment and flat organisation
- Great career development opportunities in a growing company
- Possibility for relocation and international transfers mid-career
- Competitive salary
- Flexible working hours, Casual work attire

Hiring organization

Binance

Binance is the global blockchain company behind the world's largest digital asset exchange by trading volume and users, serving a greater mission to accelerate cryptocurrency adoption and increase the freedom of money.

Employment Type

Full-time

Job Location

Singapore, Singapore

Date posted

February 23, 2022

APPLY