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# Product Marketing Executive at Blackbullion

We're looking for a product marketing executive to help tell our product story to the world! If you have an interest in education, financial technology, and helping people navigate their finances, then get in touch.

We're looking for a passionate marketing executive, who enjoys learning about new tools and making sure our partners, users and investors know about the latest product developments, features and benefits of using Blackbullion.

Over the last 4 years we've built partnerships with over 30 universities in the UK, Australia and New Zealand which means over 700,000 students globally can access our platform through partner universities. **As a marketing executive you'll have the opportunity to work with our CMO, and the product team, to develop product stories.**

## Responsibilities

As a part of the marketing team you will help develop and execute marketing campaigns promoting our product offering and ensuring the world knows what Blackbullion is all about!

### Content

- Preparing and executing feature launches
- Product-focused writing, editing marketing content for our blog, newsletters and other materials
- Engaging our community, producing case studies and product stories
- Collaborate with the product team to understand product pipeline and plan communications accordingly

### Operations

- Run user research to identify product USPs and key problems solved by the platform
- Design user questionnaires and surveys (we use Typeform)
- Support our CMO in a variety of different projects and initiatives
- Keeping our website updated (we use Wordpress, GA and Mixpanel)

### Social

- Create posting plans, including researching and writing content across Twitter, Instagram and LinkedIn (we use Smarter Queue)

## Skills

The ideal candidate will have a passion for technology and an ability to create engaging copy to tell product stories. The role will require you to have an open mind, learn quickly and be able to work across multiple teams. We're also looking for someone who's a self-starter and enjoys to learn independently.

- You are happy to roll up your sleeves, execute and help out when needed.
- Previous startup experience preferred.
- Great writing / understanding of Higher Education sector preferred.

## Package

Flexible working | 25 days Holiday | Get your birthday off | Amazing international team | Market rates salary | Cycle-to-work scheme | Education budget | Fruity Fridays | Central office location

## About Blackbullion

Blackbullion was founded with a single purpose - to help young people develop their financial skills for life.

Fast becoming the financial and education solutions startup for leading universities, Blackbullion can currently be accessed by over 700,000 students, through partners including King's College London, the University of Edinburgh, and the University of South Australia. A champion of tech for good, the platform is actively integrated into university student retention strategies, with a focus on widening participation students including: first-in-family, care leavers, single parents and students with disabilities.

The education platform blends cutting edge technology and competency-led pedagogy to deliver 3-4 minutes shots of learning, using multimedia content. Our curriculum is designed to raise understanding of personal finance subjects such as budgeting, debt, investments, savings, financial risks, taxes, and university funding.

The Funding Tool simplifies various workflow processes, freeing up university staff to support students more proactively and improve the overall student experience. Blackbullion is also helping improve retention, minimising uncertainty and removing barriers for students experiencing financial hardship.

Our ultimate mission is to empower young people by building a financial ecosystem built on a foundation of financial knowledge. Whenever a young person encounters a financial decision we aim to be the go-to provider of financial education to guide them.

