



## POSITION DESCRIPTION

<b>Title:</b>	Content & Copywriter
<b>Employee:</b>	TBC
<b>Business Unit:</b>	Marketing
<b>Reports to:</b>	Marketing and Communications Lead
<b>Team:</b>	Marketing
<b>Location:</b>	7 Marine Square, College Road, Hermanus, 7200, Western Cape, South Africa
<b>Job Grade:</b>	
<b>Effective Date:</b>	ASAP

### Our Values

The culture across the FinGlobal Group is one where “customers are at the heart of everything we do”, and our employees bring this culture to life by behaving in line with our unique values, which are:

❖ Integrity      ❖ Accountability      ❖ Excellence      ❖ Innovation

These values drive our performance, enhance our reputation, and position us for the future.

### The Role

The Copywriter & Content Manager is responsible for creating, managing, and optimising all **written content** across internal and external channels. This role blends elements of traditional copywriting with content creation, ensuring all messaging is clear, accurate, engaging, client-focused and professional, supporting lead generation, client education, and operational efficiency. The role also manages social media engagement and online communities and ensures a consistent brand voice across platforms.

### Key Accountabilities

#### **Content creation and editing**

- a) Produce and edit written content across all formats, including:
  - Blogs, articles, and newsletters.
  - Client emails and internal communications.
  - Video scripts and campaign copy.
  - Press releases, media statements, and public-facing documents.
  - PowerPoint and client presentation content.
  - Social media posts, comments, and group engagement content.
- b) Ensure all content aligns with brand voice, compliance requirements, and is audience appropriate.



- c) Refresh and optimise existing content for accuracy, clarity, and engagement.
- d) Translate complex financial, SARS, and exchange control processes into clear, digestible client content.
- e) Incorporate SEO, disclaimers, risk statements, and regulatory requirements as needed.

### **Social media and community management**

- a) Monitor and respond to social media comments/messages on Facebook, LinkedIn, and other platforms.
- b) Actively manage online communities/groups by posting content, engaging members, and enforcing community guidelines.
- c) Escalate sensitive, client-specific, or compliance-related queries to the relevant teams.

### **Collaboration and stakeholder support**

- a) Work with marketing, advisory and operations teams to gather information and clarify technical concepts.
- b) Support campaigns, launches, and lead nurturing with approved messaging and educational content.
- c) Assist in preparing FAQs, talking points, and client communications.

### **Governance and compliance**

- a) Maintain content calendars and ensure all published content is current and approved.
- b) Conduct periodic content audits to remove or update outdated material.

### **Performance monitoring and improvement**

- a) Track engagement metrics for content and social media posts.
- b) Refine messaging based on insights and audience feedback.
- c) Stay up to date with content trends, best practices, and platform changes relevant to written content.

## **Key Performance Indicators (KPI's)**

Proficiency in this role can be measured using some or all the stated KPI's, but also not limited to those indicated in the table below.

KPI	Reason	Description
Content accuracy and clarity	Ensures clients receive correct, understandable information, building trust.	<b>≥ 95% of content approved without rework;</b> ≤ 5% flagged for clarification
Content quality and client-friendliness	Engaging and clear content improves client understanding and satisfaction.	<b>≥ 90% positive feedback from internal teams and client-facing staff</b>
Timeliness & delivery	Supports campaigns, client communications, and operational processes.	<b>≥ 95% of content delivered on or before deadlines;</b> Urgent requests are responded to within 24 hours
Social media and community engagement	Maintains trust and positive client interactions online.	<b>≥ 95% of comments/messages responded to within SLA;</b> Engagement rate ≥ 5–8% per month
Content maintenance and usability	Keeps all client-facing material current and useful.	<b>≥ 95% of scheduled content reviews completed on time;</b> ≥ 90% of outdated content updated/removed



## Key Relationships

Internal and external relationships; level of interaction and purpose.

### Internal

#### Primary

- CEO – for overall company messaging alignment and strategic content priorities.
- Marketing & Communications Lead – day-to-day oversight, content direction, and review.
- Digital Marketing Specialist – for social media scheduling, analytics, and digital campaigns.
- Head of Advisory – to ensure content aligns with client acquisition and lead nurturing objectives.
- Head of Tax – for accurate representation of SARS, tax, and exchange control processes.
- Head of Service Delivery – for internal communications, client processes, and document accuracy.
- Head of Business Development – to support campaigns, lead generation, and client-focused messaging.

#### Secondary

- Advisory Team – to clarify client queries, translate complex processes into clear content.
- Compliance / Risk Team (if applicable) – for guidance on content disclaimers.
- ICT – for website content updates, CMS, or technical issues affecting published content.

## Core Competencies

At FinGlobal, we identified the competencies required for success. These competencies help define how we fulfil our roles and recognise the behaviours that we need to display daily. The required competencies for this role are:

Competency	Description
<b>Managing Relationships</b>	Works to build and maintain warm, friendly, and constructive relationships with colleagues and business partners; is responsive to the needs, feelings, and opinions of others.
<b>Ability to plan and organise</b>	Able to prioritise and plan multiple tasks and yet be flexible and adaptable in revising plans and priorities on short notice to achieve objectives.
<b>Sense of urgency</b>	Able to cope with pressure and show the ability to deal with urgent matters.
<b>Action orientation</b>	Initiates action to achieve objectives within set deadlines and proactively takes responsibility for achieving work objectives and shows willingness to go the extra mile.
<b>Decision-making</b>	Able to reach a conclusion or decision, whether it be to further an investigation or for purposes of recommendation/escalation to management.
<b>Resilience</b>	Able to tolerate and persevere in a reactive environment. The tolerance to deal with conflicting information. Displaying the perseverance, energy, and drive to persist, despite interruptions and unforeseen/unexpected changes until tasks have been successfully completed. Able to deal with ambiguity.
<b>Systems knowledge</b>	Familiar and proficient with MS Office (Outlook, Word, PowerPoint, and Excel). Basic understanding and proficiency with FinGlobal Group CRM system (Salesforce).
<b>Product knowledge</b>	Advance knowledge of the products and/or services FinGlobal Group offers to their customers locally and internationally.
<b>Adaptability</b>	Willingness to learn and adjust to a changing work environment.



Competency	Description
<b>Co-operation &amp; teamwork</b>	Co-operative in planning and striving to see that the goals and objectives of the company are being realised.

## **Role Requirements**

It is desirable that the candidate have proven expertise in both business and technical facets of the role, including:

- a) Relevant degree or diploma in Communications, Journalism, English or a related field.
- b) 3–5 years' experience in copywriting, content creation, or communications, preferably in financial services.
- c) Hands-on experience managing social media engagement and online communities is advantageous.
- d) Strong writing, editing, and proofreading skills across multiple formats.
- e) Ability to simplify complex financial or regulatory information for clients.
- f) Understanding of brand consistency and compliance requirements.
- g) Excellent organisational skills to manage multiple deadlines.
- h) Professional judgment and diplomacy in public-facing communications.
- i) Collaborative and responsive to feedback from internal stakeholders.
- j) Strong attention to detail and follow-through.
- k) Willingness to learn.
- l) Demonstrated inclusive, collaborative, and engaging approach; including the ability to consult, facilitate, negotiate, and influence a broad range of people at all levels in a medium-sized corporate environment.
- m) An ability to work under pressure in a rapidly changing environment.
- n) Strong interpersonal skills coupled with a resilient yet enthusiastic life disposition, including the ability to remain calm in dynamic situations and project with sunny poise and aura.

## **Additional information**

### **Employment Engagement**

This is a permanent position with FinGlobal Group. The incumbent will be employed under an employment contract which specifies employment terms and conditions including salary.

### **Workplace Health and Safety**

The role holder of this position must comply with workplace health and safety requirements and policies.

As part of your role, you will also ensure that other team members comply with FinGlobal Group workplace health and safety requirements and policies.

### **Risk and Compliance**

You will be responsible for the risks your department undertakes within the company's overall risk control framework. This will include the identification, analysis, and escalation of risks and facilitate an understanding of risk management processes within your department. Implement approved risk treatment procedures to ensure adherence to relevant regulatory requirements within your division. As part of the normal performance review cycle, you will also encourage and reward open and transparent reporting of errors and behaviours which contribute positively to the desired risk and compliance culture.



## Confirmation Signatures

	Name	Date	Signature
Employee:			
HR representative:			
Reporting Manager:			

