



# POSITION DESCRIPTION

**POSITION TITLE:**

Financial Content Writer

**LOCATION:**

**MALAYSIA**

**PHILIPPINES**

**VIETNAM**

## ASW COMPANY OVERVIEW

AS White Global (ASW) is an Australian owned company with offices in Sydney, Vietnam, the Philippines, and Malaysia. We are specialists in unified offshore staffing solutions and have been working in Southeast Asia for the past decade. Our ASW employees are part of our very special ASW family and culture, but also integrate into our client's brand and team – effectively you get two work families!

Working in our local ASW company culture means you will develop strong friendships and great support networks. You will be part of a positive and engaged environment, participate in team and company events, and have access to global training and development opportunities. In addition, you will get exposure working with our international clients and build on your existing skill sets.

## CLIENT OVERVIEW

Our partner, an Australian digital marketing agency specializing in content marketing and SEO, is looking to hire a Financial Content Writer who will focus on writing about personal finances!

## CLIENT POSITION DESCRIPTION

As the Financial Content Writer, you will need to have a passion for content creation with a focus on Personal Finance which should take consumer engagement, aligned with branding, and has powerful messaging.

## Key Responsibilities

- Create written blog pieces and articles focusing on personal finance based topics.
- Support with copywriting for social media content (across Facebook, Instagram and LinkedIn).
- Responsible for delivering content for use on My Money Sorted, a personal finance education hub.
- Utilise search engine optimisation research and SEO tools to create content aligned with search volume traffic and user activities.

## Skills, Experience & Qualifications

- Strong content writing experience particularly for B2C content which focuses on finance and personal finances.
- Demonstrated working background in writing, editing, and proofreading.
- Experience in writing long-form content, social media, media releases, industry articles, and campaigns.
- Must have strong experience with translating business information into compelling copy and must know how to follow a style guideline.
- Advanced proficiency in the English language, grammar, and usage.



# POSITION DESCRIPTION

## ASW Offer

- We are experts in **offshoring** partnerships. This means that you will be a trusted member of the ASW family, and get access to our great benefits, plus you also get to work directly with *one of* clients.
- In our unique English-speaking environment, you can practice and enhance your English with peers and international client teams based in either Australia, UK, US or NZ.
- Get global access to Learning & Development programs.
- Great work-life balance.
- Competitive remuneration.
- Excellent medical benefits.
- Great Paid Leave entitlements.
- Company parties/events, future travel opportunities and other exciting activities.
- Ongoing career opportunities.