

Content writer

(Ref: 18/22)



Grant Thornton Greece is a member firm of Grant Thornton International Limited (GTIL), one of the leading organizations delivering audit, tax and advisory services. Grant Thornton operates in an agile, continuously growing industry, offering high quality services to our clients and committed to “making a difference every day”. Current role is sat within the national Marketing & Client Experience team, aiming to support day-to-day and long-term content strategy. Experience in financial writing and a business background is a must.

Role

- Regularly produce high-quality business and finance content for different service lines (newsletters, case studies, client stories)
- Ability to create content, appealing to C-suite audience
- Ability to embrace change and get ahead of developments
- Strong research skills on current events/news/trends in our field and related industries
- Strategic insight to generate content related to our sector
- Long-term content strategy to show company’s expertise, increase publicity, brand awareness & online presence
- Edit and manage content produced by other members of the team
- Analyze content metrics and make changes as needed
- Ensure consistency in the company’s editorial standards and key messages across various channels
- Collaborate with department professionals to create innovative content ideas

Requirements

- Relevant experience in financial writing or analysis
- Comprehensive understanding of financial concepts
- Experience in media content creation
- Degree qualification in Business Administration/ Finance or relevant field
- Marketing/ Journalism/ Communication background will be a strong plus
- Basic understanding of SEO to develop optimized content is a plus
- Ideally experience in sophisticated services or B2B environment
- Blogging experience is a plus
- Portfolio of published articles, relative work
- Superior writing, editing and storytelling skills
- Excellent English & Greek writing and oral skills
- Advanced computer skills including Word, Excel, PowerPoint, Photoshop, InDesign or similar
- Creativity & adaptability
- Innovative, self-motivated, highly organized, and always thinking of ways to make content delivery more efficient

How can I apply?

Please send your CV with the reference code 18/22 by e-mail at: recruitment@gr.gt.com. All applications will be treated as strictly confidential.