

Video Content Manager

Job Title: Video Content Manager

Salary: £40-55k

Location: Hybrid – 2 days per week in our London office (Tues/Wed); the remainder remote

About Us

IslamicFinanceGuru (IFG) is one of the world's most prominent Islamic fintechs dedicated to empowering Muslims to make smarter financial decisions. With a global reach of over 4 million people every month, we're addressing a significant societal challenge—helping to bridge the wealth gap experienced by many in our community. Our investment arm, Cur8 Capital, is a cutting-edge, Sharia-compliant asset manager offering a multi-asset class approach that includes cash management, fixed income, real estate, private equity, and venture capital. We're breaking AUM records every quarter as we drive forward our ambitious mission to build a brighter financial future for Muslims worldwide.

About the Role

We are seeking a creative and data-driven Video Content Manager who will play a pivotal role in shaping our brand's visual storytelling across multiple platforms. This role is ideal for someone with a passion for crafting compelling video content—both long-form (for platforms like YouTube) and short-form (for social media channels).

We already have a successful Youtube channel with IFG and are now about to start building an exciting new channel completely from scratch. Focus will be the cutting edge of innovation, tech, and science.

You will work closely with our leadership and content teams to ensure our video output is engaging, on-brand, and aligned with our strategic objectives. As a key member of our dynamic team, you'll have the opportunity to lead and influence our content strategy and help bring our global mission to life.

What You'll Be Doing

- **Concept & Production:**
 - Develop, script, and produce engaging video content that resonates with our diverse audience.
 - Oversee all aspects of video production from pre-production planning to filming, editing, and post-production.

- Repurpose existing content into varied formats tailored for platforms such as YouTube, Instagram, Facebook, LinkedIn, and Twitter.
 - **Strategy & Coordination:**
 - Collaborate with the internal and external content, editing, and investment teams to align video projects with overall brand and business strategies.
 - Manage a content calendar, ensuring a consistent and timely flow of video content across all channels.
 - Lead brainstorming sessions to generate innovative ideas for visual storytelling.
 - **Analytics & Optimization:**
 - Utilize social media and video analytics tools (e.g., Google Analytics, YouTube Studio) to measure content performance.
 - Translate data into actionable insights to continuously refine and optimize video strategies.
 - Keep up-to-date with trends, algorithm changes, and best practices across all major platforms.
 - **Engagement & Community Building:**
 - Monitor and respond to audience feedback, building an engaged community around our video content.
 - Coordinate with external partners, influencers, and creative professionals as needed.
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What We're Looking For

- **Experience & Skills:**
 - Proven experience in video content creation, including at least one of scripting, filming, and editing.
 - Strong proficiency with video editing software and production equipment is a big plus.
 - In-depth knowledge of social media platforms and their video formats.
 - Familiarity with analytics tools and a data-driven approach to content optimization.
 - Excellent creative skills with the ability to think outside the box and deliver engaging visual stories.
 - **Personal Attributes:**
 - A self-starter with a strong sense of ownership and the ability to manage multiple projects simultaneously.
 - Detail-oriented with exceptional organizational and communication skills.
 - Ability to adapt to the fast-paced, startup environment while maintaining high-quality standards.
 - Passionate about our mission to make a tangible difference in the global financial landscape.
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Benefits

- Competitive salary with equity options
 - Generous self-development and professional growth budgets
 - Hybrid working model with the flexibility to work from home
 - Unlimited holidays and a supportive, mission-driven team culture
 - Dynamic office environment in London featuring modern amenities and regular team offsites and socials
 - Opportunity to work on projects that have a real, positive impact on society
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How to Apply

To join our dynamic team and help shape the future of Islamic fintech through powerful video storytelling, please send:

1. your CV
2. A covering email outlining your relevant experiences (or a video doing the same thing as an alternative, max 3m long)
3. Your existing portfolio of scripts, video, and relevant written material

To ibrahim@islamicfinanceguru.com.

We look forward to hearing from you!