

# Youtube Strategy Intern

## Location:

- **London-based candidates:** Hybrid – 2 days per week in our London office (Tuesdays and Wednesdays); the remainder remote
- **UK-based (outside London):** Hybrid – 2 days per month in our London office (Tuesdays)

**Type:** Internship

**Duration:** 4 to 8 weeks (flexible, depending on availability)

**Application Deadline:** Friday, June 13, 2025

## 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.

## Responsibilities

- Research YouTube video ideas based on trends, search intent, and competitor analysis
- Suggest improvements to thumbnails, titles, and descriptions for better click-through rates (CTR) and retention
- Help script or outline new video ideas with SEO and storytelling in mind
- Analyse audience retention, watch time, and other key metrics using YouTube Studio
- Review our video library to highlight outdated or low-performing content for revamp
- Stay up to date with trends in YouTube strategy, particularly in the personal finance, investing, and Islamic content niches

## Requirements

- Passion for YouTube, content strategy, and audience growth
- Awareness of what makes a great title, thumbnail, and hook
- Some familiarity with making videos, content marketing, or video scripting is a plus
- Highly organized, curious, and proactive in suggesting new ideas
- Strong analytical and research skills

## What You'll Gain

- Mentorship from an experienced Content Manager
- Real-world experience in content strategy, channel growth, and data analysis
- A chance to shape content that reaches thousands of Muslims weekly

## Application Process

Apply by 13th June 2025, by filling out this [form](#).

### Stage 1: Submit Your Application

Candidates fill out a short [form](#) including:

- Your resume (pdf)
- A few sentences on why you're interested in the role
- A link to a portfolio or any relevant content-related project (if applicable but highly recommended)
- A 3-minute video review of our YouTube channel
  - Share 2–3 suggestions on how we could improve our channel. This could relate to content ideas, titles, thumbnails, or structure. *(Don't overthink production quality – a loom would be great.)*

### Stage 2: Shortlisted Candidates

- If selected, you'll be given a take-home writing exercise to assess your ability to research and write clearly with an audience-first mindset. After submitting, you'll be invited to a short interview to discuss your work and what you're hoping to gain from the internship.