

Content Growth Associate

Job Title: Content Growth Associate

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

Salary: Competitive, subject to experience

Experience: This is designed to be an entry level position but we are open to the right experienced candidate also

Start Date: ASAP

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.

We're now expanding our content team and looking for a **Content Growth Associate**, a creative storyteller who can help us grow our presence across YouTube, Instagram, and TikTok.

This role is perfect for someone who loves writing, ideation, and experimentation, and wants to understand what makes content spread to help millions of Muslims build better financial futures.

About the Role

You'll be working closely with our **Content Lead** and wider content team to write engaging scripts for long and short-form content, brainstorm ideas, and lead our instagram and tiktok strategy. You'll have the opportunity to shape IFG's voice across multiple platforms, blending storytelling with strategy to help us reach and educate more people every month.

This is a hands-on creative role with real impact, ideal for someone who wants to grow fast and see the tangible results of their work.

What You'll Be Doing

Content Creation

- Write clear, structured, and engaging YouTube scripts and articles that align with our tone: educational, accessible, and grounded in Islamic values.

- Turn outlines, briefs, or research into compelling narrative videos that simplify complex financial topics.
- Repurpose YouTube content into short-form videos (Instagram Reels, TikToks, YouTube Shorts) with strong hooks and storytelling flow.
- Suggest visuals, analogies, and creative framing to improve clarity and viewer retention.

Growth & Strategy

- Research trends, keywords, and formats to generate new video ideas and content angles.
- Lead the growth strategy for Instagram and TikTok, from ideation to publishing and performance tracking.
- Use analytics tools (YouTube Studio, Instagram Insights, etc.) to monitor performance and identify opportunities to grow reach and engagement.

Collaboration & Community

- Work closely with our video editors, designers, and leadership team to ensure cohesive, on-brand content.
- Respond to audience feedback and community engagement across platforms.
- Stay up to date with algorithm changes, emerging trends, and best practices for short-form video.

What We're Looking For

Experience & skills

- Excellent writing skills with strong structure, clarity, and flow
- Ability to take complex ideas and make them simple, engaging, and actionable
- Familiarity with YouTube formats and best practices (hooks, pacing, retention tactics)
- Experience with script formatting and visual cueing (e.g., where to cut to B-roll or add graphics)
- A strong grasp of Islamic finance, personal finance, or economic topics is a big plus
- Experience writing for YouTube or video is a big plus (ideally with samples)
- Reliable, responsive, and open to feedback

Personal attributes

- Proactive and curious, always looking for new content ideas and trends.
- Strong communicator who enjoys collaboration and feedback.
- Organized, reliable, and able to manage multiple creative projects at once.
- Passionate about IFG's mission and excited to make a tangible impact through content.

What You'll Get

- Competitive salary with potential progression as the role grows
- Feedback and support to improve your craft
- Generous self-development and learning budget
- Hybrid working model with flexibility to work from home
- Unlimited holidays and a supportive, mission-driven team culture
- The chance to work on content that genuinely improves people's lives

Application Process

To join our dynamic team and help shape the future of Islamic fintech through powerful video storytelling, please fill out this short [form](#) including:

- Your CV
- A covering letter outlining your relevant experiences and what you'd bring to the team (or a video doing the same thing as an alternative, max 3m long)
- Your existing portfolio of scripts, video, and relevant written material