

Islamic Finance Content Writer

Job Title: Islamic Finance Content Writer

Location: Hybrid – 2 days per week in our London office (Tues/Wed); the remainder remote. Open to strong international candidates.

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 looking for an Islamic Finance Content Writer to sit at the core of our content operation. Words are how we educate, build trust, and move people to act. This role is for someone who takes that responsibility seriously.

About the Role

This is a research-heavy writing role for someone who is as comfortable in a fatwa as they are in a financial prospectus. You'll produce long-form articles, YouTube scripts, newsletters, email campaigns, LinkedIn copy, and website content that educates our audience on both conventional and Islamic finance topics.

You won't just be told what to write. You'll be expected to go deep on topics, understand the nuance, and translate it into writing that is clear, accurate, and genuinely useful to Muslims navigating their financial lives. The IFG audience is smart. They'll notice if you don't know your stuff.

If you're someone who reads about Islamic finance for fun and finds yourself frustrated by how badly it's explained everywhere else, this role is for you.

We know strong Islamic finance writers are rare. If you're earlier in your career but can demonstrate genuine knowledge, sharp writing ability, and the hunger to grow, we want to hear

from you. We're committed to investing in the right person and helping them develop into an exceptional finance writer.

What You'll Be Doing

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Research

- Conduct in-depth research on conventional and Islamic finance topics, from halal investment products and fatwas on financial products to macroeconomic trends and property finance.
- Stay up to date with developments in the Islamic finance industry globally and identify topics our audience needs to understand.

Long-Form Writing

- Write well-structured, thoroughly researched long-form seo-friendly articles for the IFG website that rank, educate, and convert readers.
- Write long-form YouTube scripts that translate complex financial topics into compelling, narrative-driven video content.
- Ensure all written content reflects IFG's voice: clear, warm, grounded in Islamic values, and never preachy.

Newsletters and Email Campaigns

- Write IFG's weekly newsletter in a voice that feels personal, informed, and worth opening.
- Draft email campaigns tied to product launches, events, and educational offerings that move people to act.

LinkedIn and Website Copy

- Write long-form LinkedIn content that positions IFG and its leadership as the leading voice in Islamic finance.
- Produce and update website copy that clearly communicates who we are, what we offer, and why it matters.

Analytics and Growth

- Track performance across platforms and report on key metrics weekly.
- Use data to identify what's working and bring clear recommendations on what to do more of, and what to drop.

What We're Looking For

Experience & skills

- Strong command of Islamic finance: you understand the principles, can engage with scholarly opinion, and can explain rulings accessibly without oversimplifying
- Excellent long-form writing ability across multiple formats, from editorial articles to video scripts to email copy
- Experience writing YouTube scripts or video content is a strong plus
- Ability to conduct independent research and turn dense source material into clear, engaging writing
- Attention to detail and a commitment to accuracy, especially when covering topics with real financial and religious implications for readers
- Familiarity with conventional finance concepts (investing, mortgages, pensions, tax) is important

Personal attributes

- High agency: you take an idea and run with it, you don't wait for someone to hold your hand
- Organised and reliable, you treat publishing deadlines like commitments
- A strong communicator who can represent IFG's voice with care and consistency
- Deeply curious about Islamic finance and motivated to help Muslims make better financial decisions

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 apply, please fill out this short [form](#) including:

- Your CV
- A covering letter (or video, max 3 minutes) telling us who you are, why Islamic finance matters to you personally, and what you would bring to the IFG content team
- Two or three writing samples relevant to this role, ideally including at least one long-form piece and one script or video-style piece if you have one
- A short written task: Pick a topic at the intersection of Islamic and conventional finance that you think is underexplained, and write the opening 400-500 words of a YouTube script on it as if it were being published on the IFG channel. We want to see a strong

hook that earns attention in the first 30 seconds, clear structure, and evidence that you can make a complex topic feel simple and compelling. No AI generated work.