

JOB DESCRIPTION

Role: **Content Strategist**

Project: Cambridge SupTech Lab

Expertise: Communications, Data Visualization, Data-driven Strategies, Thought Leadership Publication

Start Date: Immediately

Duration: 12 months, with an aim to extend

Level of effort: Full-time position

Location: Remote/Worldwide – with preference for Cambridge, UK or New York, USA

About the Cambridge SupTech Lab

Financial supervision is currently undergoing a profound paradigm shift, marked by a radical cultural evolution and extensive digital transformation. Financial supervisory agencies are undergoing a metamorphosis, transitioning from reactive, inertial, and localized organizations to their next iteration. They are becoming more forward-looking, innovative, agile, and collaborative, effectively equipped to tackle the challenges of the 21st century.

At the [Cambridge SupTech Lab](#), we are driving the acceleration of this transformation by empowering a new generation of public sector managers, supervisors, technical experts, data scientists, and technologists to lead the innovation within their respective agencies. Moreover, we actively contribute to the development of a supotech marketplace that fulfills the financial authorities' demand for cutting-edge, flexible, and ethical solutions through the supply provided by vendors.

To fulfill our mission, we focus on the following key initiatives:

- i. Delivering world-class online leadership and professional education, experiential training, ground-breaking research, market intelligence, new analytical frameworks, and innovative digital tools.
- ii. Mitigating the risks associated with the procurement of cutting-edge supotech applications.
- iii. Providing assistance to financial authorities and vendors in the development, testing, and deployment of these solutions.
- iv. Cultivating a community of Innovation Leaders who are passionate about leveraging data to create innovative, inclusive, and resilient financial sectors that drive socio-economic and environmental sustainability.

Through these efforts, we aim to shape the future of financial supervision by fostering collaboration, knowledge sharing, and the adoption of groundbreaking technologies. Together, we can pave the way for a more efficient, transparent, and sustainable financial ecosystem.

The Lab is an initiative of the Cambridge Centre for Alternative Finance (CCAF) at the University of Cambridge Judge Business School.

About the role

Are you passionate about storytelling and communication, and looking to have an impact on creating a more sustainable and equitable world? Do you have a vision for ways to bring together different communication channels to amplify and promote the change you want to see? Do you want to support cutting-edge innovators around the globe to develop solutions that help grow innovation, accountability and sustainability in the financial sector?

The Cambridge SupTech Lab at the Cambridge Centre for Alternative Finance (CCAF), University of Cambridge Judge Business School, is looking for a talented communications professional.

The Lab's Content Strategist will develop and execute influence strategies that can reach target stakeholders in the tech, financial, and international development ecosystems, from public agencies in charge of financial sector supervision to startups, investors, banks, and funders. They will have phenomenal writing skills and the ability to work with experts across the Cambridge SupTech Lab at the CCAF to act as a thought partner for written content and be able to extract and articulate insights that are meaningful to a broader audience. The successful candidate will be passionate about storytelling, familiar with managing press and media, and able to diagnose and advise on solutions for challenges we face to position the value proposition of the Cambridge SupTech Lab in the (supervisory technologies) SupTech space.

Role Responsibilities

You will be responsible for planning, designing, creating, editing, and socializing relevant content based on the Lab's strategic objectives and the needs of our partner financial authorities. In particular, you will:

- Develop a content strategy that conforms to and sets out to achieve the Lab's goals.
- Carefully and strategically develop content aimed at informing, inspiring and engaging our partners.
- Perform extensive research and analysis on partner personas, devising content strategies to convert new and existing partners.
- Act as an author as well as a writing partner for the Lab team and other thought-leaders we collaborate with.

- Together with the digital marketing manager, brainstorm creative ways of engaging the audience online and produce those engaging content types.
- Regularly produce content for reports, briefs, blog posts, etc. that draw on insights from across the team and the industry.
- Own, manage and update Cambridge SupTech Lab content calendar.
- Create case studies and stories from the journey of the Cambridge SupTech Lab Innovation Leaders.
- Work with design team to visualize data and insights for publication.
- Draft press releases, define outreach strategy and execute dissemination along with project donors and key partners (in particular the financial authorities joining the programmes of the Cambridge SupTech Lab), for all relevant announcements or publications.
- Create and update Cambridge SupTech Lab press kit, team bios for external use.
- Manage all inbound press requests.
- Publish website content (in WordPress).

Qualifications

- Extensive experience in communications, marketing, PR and/or knowledge management.
- Ability to clearly articulate complex concepts in an exciting and concise tone, and to distill meaningful insights from data-driven research.
- Gifted storyteller.
- Excellent writing and editing skills.
- Understanding of content strategy, content pillars, audience definition, and audience mapping.
- Passion for data-informed strategies that refine content over time through elegant feedback loops.
- Inspired to develop content with and for sector thought-leaders.
- Strong communication skills to work effectively with a distributed team across several countries.
- A good eye for visual branding and graphic representation.
- Self-starter and team player with lots of energy to juggle multiple responsibilities
- Strong organizational and management skills, excellent punctuality, attention to detail and professionalism.
- Working knowledge of WordPress.
- Fluency in English.

Desirable:

- Experience working with the press and pitching to a broad international audience, preferably including governments and policymakers, central banks, international development organizations, technology vendors.
- A demonstrated ability to plan creative events to engage audiences.
- Experience with the finance or technology worlds.

- Fluency in Powerpoint and Adobe CC (Photoshop, Illustrator, InDesign, AfterEffects).
- Fluency in other languages.

Candidates need to succeed in technical skills, but also need to embody soft skills to achieve long-term success at Cambridge SupTech Lab:

- Emotional intelligence, communication, and empathy: How is your ability to collaborate effectively with others and work in teams, build relationships, share ideas, and manage conflict?
- Creativity and problem-solving skills: Are you an analytical and critical thinker? Can you find creative solutions to problems?
- Adaptability and flexibility: Our working environment and culture requires you to be agile and adaptable to succeed in this role. Are these your qualities?

What we offer

- A job and a team with a purpose. This is a chance to work on actual challenges in the financial sector that greatly affect our economies and society as a whole, and to have a real impact using data and tech to transform the public sector.
- True commitment to innovation and to break new ground in this field.
- Exposure to leading thinkers, researchers, and solution creators in the financial and tech space, and in the academic world as well.
- Opportunities to frame evidence-based discussions in a rapidly evolving niche industry.
- Opportunities to develop and lead a growth area within the policy and tech field.
- Significant professional growth potential.
- Competitive compensation.
- Flexible work schedule.

How to apply

Interested candidates should apply [through our website](#).