

# VALOUR

## Internship: Engagement & content creation

- Zug, Switzerland
- Full-time

### About Valour

Valour Structured Products is a rapidly growing Fintech bringing investors exposure to disruptive innovation. We offer exchange listed financial products that enable retail and institutional investors to access digital assets in an easy and secure manner through their usual bank or brokerage account. Our first product, Bitcoin Zero, launched last December on the Nordic Growth Market (NGM), and this year we are bringing further innovative offerings to investors across Europe. Established in 2019 and based in Zug, Switzerland, Valour is backed by leading entrepreneurs and investors in the fintech space. We're working to provide investors with access to innovative assets - and we're looking for great people to help us help others to invest in the future.

We are seeking an Engagement & Content Creation Intern for a 6 month internship, with the possibility of becoming a full time position.

### Summary of role

This is an exciting opportunity for a highly motivated individual to play a pivotal role in driving awareness and engagement in Valour by creating insightful and dynamic digital content across multiple platforms, including website, newsletter and social media. Research and communication skills will be key to this role, as you will be responsible for conceptualizing and creating high-quality content on Valour's product, as well as digital assets and financial innovation more broadly. In this hands-on role, you'll work directly with Valour's Management team to shape our narratives and engagement strategies - a unique opportunity to work in a rapidly growing area of financial services and to gain experience from a team of pioneering industry experts.

### Key responsibilities

- Manages the company's social media accounts
- Create and distribute relevant and compelling content for Valour's marketing, from social media to newsletters, website and press releases
- Track social media engagement and the overall digital assets space to identify high-performing ideas and growth opportunities
- Monitor and assess data analytics and develop useful reporting criteria to optimise efforts e.g. social media engagement, readership levels, and clicks.
- Provide suggestions to management for improving customer experience across all channels and internal processes
- Ensure that projects are completed in a timely manner, are on-brand, and accurate
- Keep current with industry standards and make recommendations that improve process
- Maintain archives and document best practices and brand guidelines
- Bring new ideas to the table

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## Key competencies

- Strong interest in financial markets and innovation, including digital assets / cryptocurrency, DeFi, and exchange-traded products (ETFs/ETNs)
- Excellent written and presentations skills; clear and concise communicator
- Experience with major social media platforms including Twitter, LinkedIn, Facebook
- Knowledge of social media analytics software, such as Facebook insights to track audience engagement and campaign performance
- Copywriting and editing skills
- Ability to adapt communications style for different audiences and channels
- Excellent problem-solving and organisational skills, and attention to detail
- Proactive and enthusiastic, with a good mix of creative and technical skills
- Working in constant collaboration with a growth mindset and strong desire to continuously learn in an ever-changing environment
- Languages: Fluent in either english & swedish or english & german: all three and/or more languages is a plus

**Start date:** Anytime from Feb 2021 for 6 months

## To apply:

Please send your CV and a cover letter outlining why you want this role, and a sample of your writing / content to [hello@valour.com](mailto:hello@valour.com), with the subject line: Internship - Engagement & Content creation.

Please note that at this time we can only consider candidates with Swiss work permits.