



Social Creator-in-Residence

Full-Time · London · £25-30k + equity

We have one of the best raw content feeds in fintech – expert analysts, a live events program, a daily research engine, and a smart, opinionated audience – and almost none of it is being turned into native social content fast enough. This role exists to fix that.

We're hiring a creator-operator: someone who can roam a room, point a phone, cut it in CapCut, and have it live before the moment's gone. Someone who looks at an analyst's take and instantly sees the Reel, the thread, and the on-camera explainer hiding inside it.

The Finimize world

Finimize helps smart, busy people become their own financial advisor – expert-grade investment research delivered in a way that respects their time and doesn't take itself too seriously. Think your sharpest friend explaining markets over a beer: credible, warm, a bit fun, never condescending. Our tagline is *Outthink the Market*.

You'd be joining a small, senior, fast-moving team where a creator with real instincts can have outsized impact – and own a function from day one rather than inherit someone else's playbook.

Why this role, why now

At our Modern Investor Summit in New York, we had a stage full of incredible speakers – Pomp, Robinhood's CIO, Public.com's CEO, Anthropic, VanEck – and no one whose whole job was to capture it. No one roaming with a phone, stitching clips on the fly, tweeting the best lines as they were said, grabbing 30-second vox pops with guests during the after-party.

That gap is the role. Right now "social" is shared across the team, which means it's owned by no one and pushed by no one. We want a single person who lives in it daily, has the eye for it, and treats our content feed like the goldmine it is.

What you'll do

- **Produce daily, native social content** across our channels (X, Instagram, Reddit, TikTok) – written, shot, edited, captioned, and shipped by you, fast. You can work *all* of them, and you adapt the format and tone to each rather than cross-posting the same thing everywhere.
- **Repurpose analyst thinking into social.** Take a research piece, a podcast clip, or a market call and turn it into a thread, a Reel, a punchy graphic, or a short explainer – without losing the substance.
- **Own event and IRL content.** Be on the ground at our Summits and other events: filming, cutting, posting in real time, pulling quote cards, running quick vox pops with speakers and guests.
- **Be on camera.** Front explainers, reactions, and event coverage with confidence and presence. You're comfortable being a recognizable voice and face for the brand.
- **Engage, don't just broadcast.** Get into the conversations already happening – especially on X and in finance communities on Reddit. Reply, react, build relationships, and add value in a way that feels native. You understand that Reddit rewards being a genuine, useful participant and punishes anything that reads like marketing – and you know how to earn credibility in a community.
- **Build a point of view on what works.** Test formats, read the numbers, double down on what's working. We want a creator with instincts *and* a feedback loop.

What we're looking for

- **A native creator.** You make content as a reflex. We're looking for someone high-output, creative, fast, and obsessed with hooks/retention. You can show us a body of work – your own channels, side projects, or things you've made for others – where the eye and the editing are clearly yours. **A reel or portfolio is required to be considered.**
- **Fast, hands-on production.** CapCut, Edits (or equivalent) is second nature. You can go from "interesting moment" to "posted" in under an hour, and it still looks good. You're able to ideate, script, film, edit, and post.
- **On-camera presence.** You hold yourself well, speak with confidence, and are watchable. The kind of person an audience wants to learn from. This is on-camera talent as much as it is production.
- **Audience fluency.** You instinctively understand a smart, time-poor, financially curious professional audience – what they aspire to, what feels premium vs. cheap to them, what makes them stop scrolling. You don't need to *be* them; you need to see them clearly.

- **Smart and curious, fast learner.** You don't need finance experience – but you'll need to be able (and willing!) to pick it up quickly, ask sharp questions, and answer a question with a better question. You can sit with an analyst and translate their thinking into something a normal person actually wants to watch.
- **Editorial judgment and taste.** You know the difference between a clip that's fun and a clip that's *on-brand*. Finimize is "accessible luxury" – credible and premium, but warm and never dry.
- **London-based.** You'll be in and around the team regularly – this is a role that thrives on proximity to the analysts, the brand work, and the events.
- **Flexible.** Some flexibility to cover US market hours, with occasional evening coverage when big news breaks.

Nice to have

- A personal following of 10k or more that proves you can build an audience.
- Comfort across motion graphics, light design, or copywriting.
- Genuine interest in markets, investing, business, or culture – bonus if it excites you.

Benefits and perks

- Competitive salary depending on experience
- Generous equity package.
- 33 days of annual holiday in total (25 days plus 8 UK bank holidays).
- Broad range of perks for UK-based employees (virtual GP, gym and retail discounts, retirement planner, learning library, and lots more)
- Direct exposure to – and collaboration with – the founding team.
- The chance to work with an analyst team with a very strong track record.
- The opportunity to make a big impact and contribute from day one.

How to apply

Send our CPO an email at anders@finimize.com with:

1. **Your reel / portfolio.** The work that proves the eye is yours.
 2. **Your LinkedIn profile.**
 3. **A short note** on a creator or brand whose social you think is genuinely great, and why.
 4. **Optional but it'll get our attention:** take any recent Finimize research piece and show us – even roughly – what you'd make from it. A 30-second edit, a thread outline, a mock Reel. We care more about instinct than polish here.
-

Finimize is an equal opportunity employer. We hire for talent, instinct, and fit with the work – and we welcome applicants from every background.

Research shows that while men apply to jobs when they meet an average of 60% of the criteria, women and other marginalized folks tend to only apply when they check every box. So, if you think you have what it takes, but don't necessarily meet every single point on the job description, please still get in touch. We'd love to have a chat and see if you could be a great fit.

Finimize Mantras

Eat your own dog food

When you build something, ask yourself if you'd use it. When you write something, ask if you'd read it. When you design something, ask yourself if you'd understand it. If the answer's anything other than a resounding yes, you need to keep at it until you convince yourself. You should be your own biggest critic.

See something, say something, do something

We hire problem-solvers: if we see something that's not working, we don't hang about till someone gives us permission to solve it. We just solve it. And sure, we use data to help us spot opportunities to improve, but our hunches are just as – if not more – important. It's our gut instincts that sets us apart from the competition, after all.

Keep it simple

Our digestible, jargon-free insights are what's made Finimize such a success. So why wouldn't we live up to our own standards? Finimize has been innovative since day one, turning limited resources into big results. We stay focused, use our time wisely, and call it out if we're overcomplicating straightforward issues.

Enlighten and delight our customers

Finimizers come to us for our smart insights, but they stay with us because we delight them day in and day out. So we don't just create nuanced, fascinating analysis that equips them with the confidence they need to make smarter financial decisions: we ply our work with humor, humanity, and excitement for the future.

Never accept mediocrity

"That's good enough": three words you'll never hear at Finimize. We constantly aim to give Finimizers the very best, so we take pride in every bit of work we do and constantly strive to do better. And it's not just the VPs' responsibility to maintain those standards: no matter where in the company you sit, you're as much a part of keeping things on top form.