

Bitcoin Suisse is the Swiss crypto-native pioneer and trusted gateway to crypto asset investing. As the leading crypto financial service provider in Switzerland, we operate across the most relevant crypto exchanges and provide brokerage, custody, staking and other crypto-related services at the forefront of technical innovation. We are as dedicated to our clients as we are passionate about cryptocurrencies and the underlying blockchain technology. We make things happen and have helped to shape the crypto and blockchain ecosystem in Switzerland as a driving force in the development of the 'Crypto Valley'. Bitcoin Suisse is headquartered in Zug with offices in Copenhagen, Vaduz and Bratislava and targets (ultra-) high-net-worth private individuals and institutional clients.

Content & Copywriter

You will have the following responsibilities

- Researching and writing stories from different angles for different audiences
- Working closely with our research department and many internal experts to extract a maximum value from the inhouse knowledge and material and turning it into impactful content and copy
- Creating compelling copy for campaigns, ads, landing pages and sales funnels
- Write clear, engaging, and persuasive copy for websites, newsletters, social media posts, advertisements, blogs, and other marketing materials in a variety of styles appropriate to our target audiences.
- Managing timelines for the concepting, creation, and execution of content and campaigns including thought leaderships content, podcasts, blogs, email marketing, advertising, etc.
- Developing and maintaining a clear and consistent brand voice
- Ensure consistency in brand voice and tone across all communication channels, aligning content with the company's messaging strategy
- Review and edit content for accuracy, grammar, punctuation, and clarity, ensuring all copy meets high editorial standards
- Present concepts and demonstrate underlying strategic thinking
- Conduct market research and competitor analysis to inform content strategy and stay current with industry trends

What you bring along

- First and foremost: You are an open minded, creative, entrepreneurial, positive thinking, hardworking strong team player
- You come to the role understanding the mechanics of business communications and target audiences
- 5+ experience at a creative or media agency, or in-house, as a content/creative writer or copywriter
- Ideally experienced in the crypto and/or financial industry. If not, high interest is a must
- Native English speaker, German and other languages are a plus
- Excellent writing and editing skills in English - grammar, punctuation etc. - combined with speed, flexibility, and attention to detail
- Flexible in writing to different points of view and tones
- Work independently and apply and demonstrate your strategic thinking to add value to every project
- Strong research skills and the ability to translate complex ideas into accessible, engaging content
- Ability to think creatively & approach communication from new angles

What we offer

- **Expertise:** Work with crypto native experts
- **Culture:** Positive and supportive team culture that relies on common goals, ambitions and values
- **Activities:** Regular team events and activities
- **Ownership:** High level of autonomy and responsibility
- **Sport:** Multisport card
- **Home Office**
- **Flexible organization of your working hours**

- **Workation:** Enjoy the flexibility of working across designated EU countries, with up to 10 days a year to combine work and travel

Please note that for this position, only direct applications with a valid working permit for Switzerland will be considered.

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