

Vote (Content) Writer

What is Tumelo?

Tumelo is an impact-led financial technology firm.

Our mission is to enable retail investors and pension members to create and benefit from a more sustainable investment system.

We do this by partnering with investment and pension providers, enabling them to provide their customers with transparency over the companies they own and a shareholder voice on issues they care about, such as gender equality, human rights or climate change.

Our solution is white-label software delivered via APIs and a user dashboard. This software integrates with existing investment platforms improving customer engagement, acquisition and retention for providers - and driving a more sustainable investment system for everyone.

There are trillions of pounds invested through pensions and investment platforms in the UK alone. We exist to make positive change through that money by giving investors everywhere a voice.

Who are we?

We're a close-knit, open and honest team who work collaboratively. Usually Bristol-based but currently remote, we work in an agile manner; and champion transparency both within our team and externally.

We run two-week sprint cycles to maximise the productivity of product development, including morning stand-ups, sprint planning sessions, demos, retrospectives and celebration events (dinners, drinks, sport, board games... and for our first team retreat we spent a weekend exploring, dancing, painting and cliff jumping in Devon!)

We foster learning and development and champion autonomy, and we make time to connect and reflect as a team.

As COVID continues, we have committed to being a remote-first team until at least March 2021.

We would love to re-gain some face time (because some playfulness is lost when working fully remote) but we'll be working out exactly what that looks like - with the team - over the coming months and are planning to be even more flexible going forward.

We're super keen to keep the beating heart of Tumelo in Bristol and to support the South West community that has given us such a loving home since founding 3 years ago.

Don't let location stop you from applying, but please specify your predicted circumstances from Jan 2021.

Our values

- We do our best work to achieve our vision
- We pull together to achieve more for users & customers
- We are masters of prioritisation
- We adapt relentlessly
- We give each other feedback to move each other forwards
- We trust each other to drive towards success

The role

This is an exceptional opportunity to research and create a (world-first) shareholder voting experience, empowering investors and pension members to change the world with their investments.

As Tumelo's Voting Research and Content Writer, you will (1) research upcoming votes at company AGMs (2) create content on which users will base their vote decision and (3) strategize resource focus, product innovation and technological automation.

Voting is central to the user experience on our platform. It's the whole point. In this role, you will be at the centre of our voting team. You will be collaborating with Tumelo's passionate design, testing, development and leadership team too.

Hang on, what is shareholder voting?

We hear you. This might sound a bit confusing. Don't worry! Here's an overview of how shareholder voting works on Tumelo's platform:

At least once a year, every publicly listed company (e.g. Facebook, Google, Tesla) must hold an Annual General Meeting. Shareholders (anyone who owns shares in the company) are invited to attend these physical or virtual meetings. And voting on shareholder questions takes place.

Ahead of this meeting, shareholders can submit their own questions to company management. Questions like:

- Should Microsoft report on the median gender pay gap?
- Should Alphabet build sustainability into executive pay?
- Should Walmart do more to stop sexual harassment?

On the day of the AGM, or ahead of time by proxy, all other shareholders of the company can vote on these issues, forcing company management to face them head-on.

In this way, the largest asset owners (like pension providers and traditional fund managers) have the power to influence key strategic decisions at the world's biggest companies. But until Tumelo came along, no one knew what the individual pension members or retail investors actually thought (whose saving are being used to buy the shares in the first place).

You might have guessed that the problem lies in the large asset owners not voting the way underlying shareholders (like you and me) might want or expect. And sometimes they don't vote at all.

So Tumelo's unique solution gives our users (the underlying shareholders) an opportunity to have their voice heard by their investment provider and fund manager ahead of the shareholder vote. Our shareholder voting feature shows users which votes are coming up at companies in their portfolio and invites them to share their preference. Tumelo aggregates user views and feeds them into the voting chain which puts pressure on asset owners to vote the right way and builds transparency into the system.

We have visibility of upcoming company AGMs and associated shareholder questions about three to six weeks ahead of time at which point we upload questions for users to vote on into Tumelo's platform and notify users of available votes.

Votes can cover a range of topics such as:

- Climate change
- Antibiotics
- Supply chain processes
- Pay ratios
- Diversity policies
- Gender equality
- Human rights
- Recycling
- Data privacy
- And more

We look for, research and write these votes based on available public information.

Converting complex topics and language into a summary that our users can understand and use to place their own vote on our platform.

What does the role involve?

This role is a mix of research and content writing, aimed towards getting lots of interesting AGM votes onto our platform, emails, blogs and social media channels.

Writing these votes requires:

- Identifying and reading company AGM documents to find interesting vote topics.
- Researching topics and summarising vote content in your own words in a way that is easy for users to understand.
- Editing and proofing votes written by other team members.
- Uploading vote content and other information to Tumelo's back-office platform
- Identifying interesting votes that we can include in our email communication with users.
- Finding new sources of information about votes and companies.
- Improving and automating the vote finding/writing processes.

Who are we looking for?

- You are a passionate self-starter, with high integrity, a hands-on attitude, and an entrepreneurial, problem-solving spirit.
- You **love** to write. You **love** to research.
- You are a confident and talented writer, with the ability to convert complex issues into compelling, engaging copy.
- You have an understanding of bias and framing effects in writing.
- You have an excellent grasp of spelling and grammar. You have a rigorous self-check process.
- You are organised with **excellent attention to detail**.
- You flourish with autonomy and independence.
- You have the flexible attitude required in a start-up environment and the capacity and willingness to continuously adapt as Tumelo develops and grows.
- You're a speedy worker who can handle high pressure and a quick turn around when deadlines are tight.
- You have a demonstrable passion for social, environmental and governance issues. Especially in promoting these issues in the corporate/financial sector.
- You are creative and curious.
- You are not afraid to ask for help.
- You are quick to pick up digital tools and software.
- At the time of starting your employment, you must have permission to work in the UK.

Desirable experience:

These are desirable rather than essential criteria. We welcome applications from people who do not have all the listed criteria but think they have what it takes and a willingness to learn by doing.

- You have researched, investigated and written about complicated or controversial topics.
- You have previously written for a range of different audiences (ideally consumers) and understand the intricacies of user personas.
- You have previously managed tasks independently while working as part of a team.
- You have previously worked with and have a thorough understanding of MailChimp.
- You have managed social media accounts (preferably Twitter).

The Finer Detail:

- Full-time role preferred but if you're great for this role and not FT then reach out anyway
- Flexible with core 'with the team' hours 10-4
- Ideally, you are close enough to Bristol so you can work with the team on a weekly/fortnightly basis
- Competitive salary based on experience (£24,000-£30,000)
- Company pension
- 33 days holiday (including bank holidays)
- Company share options

Application details

If Tumelo sounds like a bit of you and if you are excited to ride this rollercoaster alongside us, then please apply at recruitment@tumelo.com.

Please email your application with:

- o An up-to-date CV.
- o A short cover letter explaining the life experience that makes you amazing; why you're good for us and especially why we're right for you.

The next stage would involve remote video interviews with the team and a take-home written task.

Start date: **ASAP**