

"Out of the \$43 trillion North American wealth management market, Insider Intelligence estimates that robo-advisors only had \$330 billion in AUM at the end of 2019, but expect this number to rise to \$830 billion by 2024."

Jump into an exciting career change by being part of a New Zealand company that is part of this growing cutting edge FinTech industry.

National Capital was only the 4th company in New Zealand to be awarded a Digital Advice Exemption (aka robo-advice license) by the Financial Markets Authority. Our mission is to help 1 million Kiwis be financially secure, and we're helping them sort out their KiwiSaver accounts as a first step.

The Problem

All of us New Zealanders deserve to be financially secure. With only 1 in 3 of us feeling that way now, we can do far better!

The first step is to maximize our KiwiSaver opportunity. At approx NZ\$100 billion it is the largest retirement investment for everyday New Zealanders. However, we are struggling to get good financial advice to ensure our KiwiSaver investments help us to achieve our retirement goals.

The Opportunity

We believe client-centric FinTech is the solution. National Capital has developed a KiwiSaver Robo-Advice solution which will enable users to get personalized advice on which KiwiSaver fund works best for them to achieve their goals, based on their situation. With the focus on an 'accountable algorithm' and good client outcomes, this service will not only help Kiwis get the advice they need but do that in an ethical manner.

Marketing Strategy and Execution [Available]

Our mission at National Capital is to help a million Kiwis become financially secure. Right from the start, we knew this meant we needed to be as much of a marketing company as a financial services one. You can't help people if you don't reach out to them first!

You will be using your knowledge of marketing to research and execute ways in which we can spread our message and reach out to our target markets. You will be involved in brainstorming ideas with senior staff and then helping in executing those strategies.

- Research
 - Customer Persona Research
 - Platform strategies
 - Content Research
- Content Creation
 - Creating content to help us towards the long term goal of becoming NZ's largest interactive information source for KiwiSaver & Investing
 - Brainstorming content ideas based on the Hubspot Cluster and Pillar page strategy
 - Write articles related to cluster topics
- Digital Marketing
 - Monitor and optimize digital campaigns

Skills you need and will refine

- Writing & Communication skills
- Content Ideation skills (internal and external)

New Skills you will learn

- SEO content strategy
- KiwiSaver and Investment principles

Training

- Conversion Ratio Optimization
- Hubspot

KPIs

- Conversion Metrics

Work Schedule: Flexible

Why complete your marketing internship at National Capital?

- We've got a focus on digital marketing, using platforms such as TikTok, Outbrain, Google Ads and Facebook. An opportunity for you to see how these platforms are used in a real business setting.
- We perform in-depth customer-focused research and use personas, etc to inform our marketing.
- We are looking to run marketing campaigns at scale. Very few NZ companies apart from the large corporates would be doing this.
- Clive Fernandes, who will be the students' mentor, has 18 years of experience in Digital Marketing and Advertising.
- Opportunity to refine skills in Financial Services Marketing. Financial Advice is an industry that has historically not been 'marketing' focussed, but that is now changing rapidly with consolidation and changes in the sector. Experience with us will bode very well for the students to get a foothold in this industry.
- Every Intern that has gone through one of our internship programs says they have got amazing value from it. We strive to make this a win-win relationship.
- Opportunity to change some lives and make a real difference to everyday Kiwis in this role.

Pathway to: Marketing Manager/Digital Marketing Executive

Website and Principles

Website: www.nationalcapital.co.nz

Principles: [Why I based my company on these three Māori principles](#)

Media articles on company launch and reaching significant milestones

NZ Herald: [New fin-tech to give KiwiSaver advice](#)

GoodReturns: [AFA's robo offering hits \\$1m FUM](#)

Scoop: [National Capital reaches \\$30 million in funds under advice](#)

Media articles on initiatives National Capital is leading to help Kiwis save more

GoodReturns: [Financial Advisers wants KiwiSaver to get SMarT](#)

NBR: [Unconscious savings proposed to boost retirement nest egg](#)

More: [National Capital in the news](#)