

What is Fractional Content Lead for Fintech?

Build a publishing engine that drives revenue, without the headcount or the month ramp-up of a full time Head of Content. Whether it's a branding sprint, a content strategy revamp or upskilling your team, a fractional content lead can get you over the line.

Fintech growth needs content.

Early stage fintech can often get by through founder-led sales and outbound outreach. But to scale past Series A and beyond, you need a consistent inbound pipeline that can evolve with your targets.

Content is a way to share the ideas and expertise already in your business and show value at scale. But the question of when to start taking it seriously often hangs around.

Your senior executives don't have the time to write. So you hire some junior writers as a test – or start dabbling with AI. And here's the risk.

In fintech, your audience knows their business. And poor quality, vague or generic content loses you trust. And once it's gone, it's twice as hard to win back.

Embedded expertise, on-demand

You need high-level strategy to compete, but you may not be ready to commit to the £100k+ salary, equity, and overhead of a full-time Head of Content.

You need a fractional content lead.

I plug directly into your leadership team to build the infrastructure, set the strategy, and manage the execution. I bring the industry fluency to hold your technical teams accountable and the editorial rigour to ensure every piece of content meets FCA standards and commercial goals.

Every engagement is different. We build the scope around your specific needs.

What can a fractional content lead do?

01. Narrative architecture & competitor mapping

Examining your market, audience and product to create a message that stays true to your value, while standing out. What to talk about, how to talk about it, where to publish, how to convert. Build a journey that resonates with your customers and keeps business moving.

02. The Expertise Extraction Engine

Your big ideas sit inside the heads of your Product Managers, Engineers, and Founders. They have the knowledge, but probably lack the time (or patience) to write. I can run structured interviews that don't chew up their time and turn raw, technical insights into polished, high-authority thought leadership that no AI could replicate.

03. The Editorial Operating System

Consistency is everything. I can help you build a rolling, strategic content calendar that aligns with your product roadmap and sales cycles. Move from random creative outbursts to a predictable 90-day pipeline of assets – white papers, technical guides, webinars and social posts – in line with your budget and targets.

04. Sales Enablement

Generating MQLs that vanish into the ether? Launching a new product? Your sales and marketing need to work in sync with properly aligned incentives and the same information. From **objection-handling content** to **battlecards and talk tracks**, I can help you diagnose the issue and solve it.

05. Agile Team Management

You don't need to hire a full in-house newsroom. I curate and manage a network of specialist financial freelancers (vetted over 10 years). I brief them, edit them, and ensure they sound exactly like you. You get a scalable production team without the HR headache.

Why this model works for scale-ups

- **Cost efficiency:** Access C-level strategy for a monthly retainer that is 40–60% less than a full-time executive hire.
 - **Zero ramp-up:** Start benefitting from day-one with an experienced, committed partner.
 - **Commercial accountability:** I report on pipeline contribution, sales velocity, and organic authority.
 - **Total flexibility:** Need to sprint for a product launch? We scale up. Need to enter maintenance mode? We scale down.
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Frequently Asked Questions

How is this different from hiring an agency? Agencies operate from the outside in. They often juggle 20+ clients and assign junior generalist writers to your account. As a Fractional Lead, I work inside your business. I can join your Slack, attend your product sprints, and interview your SMEs directly. I am an embedded partner, not a vendor.

Do you write the content yourself? For high-value assets, yes. For your core website copy, pitch decks, or signature white papers, I write the copy personally. For high-volume content (e.g. SEO blogs), I can use a vetted network of specialists to scale production, but every word passes through my editorial review before it reaches you.

What does a typical engagement look like? Most clients start with a specific project (like a website rewrite) to validate fit. From there, we move to a tailored monthly retainer (typically 3–12 months) where I dedicate a set number of days per month to your business.

What if we already have a marketing manager? Awesome. I often partner with Heads of Growth or generalist Marketing Managers who are brilliant at demand gen/PPC but lack the time or specialist writing skills to produce high-level fintech content. I handle the narrative; they handle the distribution.