



Position: Director, Digital and Product Marketing
Focus: Marketing Technology, User Experience, and Business Development
Department: Marketing
Location: New York City
Reporting to: VP, Head of Digital and Product Marketing
FLSA Status: Full-Time Exempt

Position Summary

The Director, Digital and Product Marketing possesses a unique set of technical, marketing, and communications skills that help VanEck to develop and implement our myriad marketing and sales initiatives, primarily across the web and email. This position works closely with a team of Marketing, Sales, and IT professionals responsible for VanEck's digital presence. Collectively, these teams support the business development and marketing needs of the organization, which includes three international offices; eight separate distribution channels; and more than 70 separate investment products.

Position interacts with all levels of staff, including senior management. Must be flexible, self-motivated, responsible, hardworking, and comfortable working independently or with a team, and is able to work under pressure and meet fast-changing deadlines. This position should express a professional interest and/or opinions in current online trends and technologies as they relate to marketing/sales software, including implementation, tactics, and project management, utilized across VanEck's email, website, and infrastructure programs as well as a robust understanding of sales priorities and practices along with ETF product trends. This position requires superior creative, communication (verbal and written), and analytical skills with the ability to work on various types of projects and tasks across internal VE departments concurrently.

Essential Duties and Responsibilities

Includes the following, other duties may be assigned as needed

- Align general investment and financial knowledge and its application to marketing/business unit strategy and recommend tactics/best practices using existing resources and also /assess new platforms
- Partner with IT to advance the speed, performance, and user interface of web properties and email efforts
- Contribute to the Identification, scoping, development, and implementation of a fully responsive marketing tech stack, which are adaptive for new technology for future years
- Partner with sales to effectively deliver and create lead generation, including enhancements to existing email marketing program and website, including tracking website activity, and creating business intelligence/measurement from the same
- Meet with business units to understand their deliverables and requirements that need to be completed on a daily basis and coordinate and communicate how these align or diverge while identifying places for improvement
- Assist in the development of strategic initiatives that help business sponsors achieve the firm's goals

- Provide input on project documents that are easy to understand by both Information Technology developers and business users
- Daily maintenance and oversight of web and email production with a focus on user experience with tasks spanning content review, proofreading, data accuracy and presentation, formatting/templating, firm messaging alignment, and creative/imagery recommendations
- Help with the training of internal marketing staff on email and web best practices around templates and potential new functions and feature that support the promotion of VanEck products and insights
- Support the strategy, development and execution of email and web programs including design, functionality, and reporting working closely with the Content Strategy team among others working to align internal web/email properties with external programs across social, advertising, conferences, etc.
- Partner with multiple VE departments, including Sales, Content, and Technology to identify, assess, develop, and implement functions and features within all Marketing software applications, as well as third party add-on that add value to firm/customers. This includes but is not limited to: Marketo, Optimzely, Zoom, Salesforce, etc.

Supervisory Responsibilities

This job has no immediate direct supervisory responsibilities at this time. Indirect resource coordination and mentoring may be needed on occasion.

Experience/Qualifications

- Education: Four-year college or equivalent education and experience. A degree in Integrated Marketing, Computer Science, English, Economics, or Communications, a plus.
- Minimum 8 years of experience within the financial services mutual fund or ETF arenas.
- Strong verbal/written communication skills, attention to detail and quality assurance of work.
- Proven ability to partner with coworkers, build consensus and work effectively within a cross-departmental team. Ability to interact and communicate to/with all levels of staff and clients, required.
- Expert understanding of the marketing software development/production cycle, including knowledge of cross-platform integration, APIs, and hooks.
- A basic aptitude for multimedia file creation and manipulation with software fluency with Flash, Illustrator, InDesign, Photoshop is a plus.
- Must be comfortable working in a deadline-driven environment with changing priorities; self-sufficient while being detail-oriented and motivated to excel.
- Ability to project manage exceptionally well and communicate progress senior management
- The ability to troubleshoot and resolve unexpected design, programming, integration, and functional issues quickly and efficiently, and to work both in a team and independently on high priority assignments is essential.
- Well organized with strong analytic and problem-solving skills and be able to contribute to “big picture” strategic plans regarding site usability, navigation, content management, adoption of new technologies.

- Experience in the mutual fund or a related financial services industry, with a focus on email marketing. Internet/Web marketing, including content development is a plus.
- Experience in technical and/or online writing, journalism, marketing, or public relations a plus.

Compensation:

If this position will be performed in whole or in part in New York City, the base salary range is \$175,000 to \$200,000. Individual salaries may vary based on different factors including but not limited to, skills, experience, job-related knowledge, and location. Base salary does not include other forms of compensation or benefits offered in connection with this position.

VanEck is committed to treating all applicants and employees fairly and to providing equal opportunity in compliance with applicable federal, state and local laws. VanEck does not and will not discriminate against any employee or applicant for employment on the basis of race, religion, ancestry, color, gender, gender identity, pregnancy, age, physical or mental disability, national origin, marital status, sexual orientation, citizenship status, covered-veteran or military status, genetic information, and/or any other factor protected by law.