



# BetaShares

Exchange Traded Funds

## Marketing Co-ordinator – BetaShares ETFs

- **Leading Australian funds management firm**
- **Diverse role - covering all aspects of Marketing**
- **Excellent company and team culture**
- **Opportunity to learn and broaden marketing skillset**

BetaShares is seeking a Marketing Co-ordinator to join their dynamic team. This position will expose you to a wide variety of marketing campaigns and related projects with a focus on Digital Marketing, Events, Presentations and Creative Services.

### The Company

BetaShares is one of Australia's leading managers of Exchange Traded Funds ("ETFs") and related products. ETFs have been one of the fastest growing categories of investment products in the globally and in Australia over the last decade and the market is set to continue growing strongly in the coming years.

ETFs are traded on the ASX like any share and deliver transparent exposure to a broad range of market indices and asset classes including Australian and international equities, cash, commodities, currencies, income strategies and alternatives.

### The Role

This position will provide you with the opportunity to work autonomously while still offering you the exposure to learn from an experienced marketing team.

This role will suit a creative individual who enjoys all aspects of marketing and events with a willingness to learn and broaden their experience.

### Responsibilities:

- Work with BetaShares marketing team to develop and deliver messaging and external marketing materials
- Support the delivery of integrated marketing communications campaigns for all audiences
- Develop and manage the production of email campaigns
- Work with the Sales team to develop and complete high quality presentations for external events and client meetings
- Organise and oversee the planning of events including investor functions, sponsorship opportunities, national events and sales-led roadshows
- Collaborate with team members to write and manage content for the website, emails, social media and other digital channels
- Ad-hoc office administration duties as required

The successful candidate will possess the following:

- Knowledge of financial services and/or investment products
- Strong creative writing, attention to detail, interpersonal, written and verbal communication skills
- Familiarity with web analytics
- Strong organisational and time-management abilities
- Relevant degree or minimum 2 years' experience in a similar role
- Proficiency in PowerPoint, Word and Excel.

Desired but not essential skills include:

- Experience with the Adobe Creative Suite, including Photoshop, InDesign, Illustrator
- Experience with marketing automation platforms
- Exposure to Wordpress CMS

To apply for this role or to find out more information, please email your CV to [careers@betashares.com.au](mailto:careers@betashares.com.au). Your interest will be treated with strict confidence