



Marketing Coordinator

- Accelerate your career with a leading Australian fund manager.
- Build expertise across website, content, and broader marketing strategy.
- Enjoy a diverse role supporting a leading marketing team.

About the Role

Summary

Title	Marketing Coordinator
Team	Marketing & Strategy
Manager	Digital Product Manager
Position Type	Full time
Location	Sydney

About the role

Accelerate your career as a Marketing Coordinator with a leading Australian fund manager, Betashares. In this varied and important role, you'll be supporting a wide range of critical areas including the website, content management, general project management and team operations. You'll work within a supportive team and learn from experts in their fields across product and marketing.

About Us

Betashares was founded in 2009 and launched with the vision to create intelligent and accessible investment solutions for Australian investors. Over the past decade our dedication to helping Australian investors achieve their financial goals has seen Betashares grow from 'challenger' to market leader, driving disruption and innovation in the exchange traded funds (ETFs) industry.

Betashares offers the broadest range of exchange traded funds on the ASX and is trusted by over a million investors. As of February 2024, Betashares manages over \$36 billion in assets.

We currently have offices in Sydney, Melbourne, Brisbane, Perth and New Zealand and a growing team of over 140 people.

Our Values

As our business continues to grow, we're committed to creating a workplace that gives us all the best opportunity to succeed, and that is enjoyable to be a part of.

We prize ambition and drive, but equally we value honesty and humility.

We support each other, and we respect our clients and our competitors. Innovation is in our DNA, and we are always looking for better ways to do things and are willing to take measured risks and learn from our mistakes along the way.

What we offer



Betashares believes our most important asset is our people and we are proud of the culture we have built – but we are always striving to be better. We want every Betashares employee to be doing their best work and developing their careers.

In addition to a competitive salary, we also offer:

- Staff career development and training allowance.
- Access to a health and wellbeing platform with physical, mental, social and financial support programs available.
- Volunteering days off, so you can contribute to a cause that matters to you.
- Newly renovated CBD offices with fully stocked kitchen, team breakfasts and catered lunches on a regular basis.
- Fun and inclusive social events.

This role is a fantastic opportunity for someone looking to further their career in a growing and dynamic business.

Role responsibilities

- Ownership of content management to the Betashares websites (Aus and NZ) and other digital applications
- Create and suggest process improvement for content, websites and operations.
- Monitor Slack channels to be a key stakeholder in website changes/improvements.
- Support Digital PM in website projects, activity and reporting.
- Own the website content upload process – file uploads, blog posts, minor page updates and ad-hoc marketing activity across multiple CMS platforms.
- Support reporting requirements across key areas.
- Collaborate with the marketing team plus cross-functional teams to align activity and deliverables
- Support across regular tasks and broader team support when required.

Key skills and experience

- 2+ years' experience in a marketing role
- Ability to effectively communicate requirements between departments and across the team .
- Strong analytical and problem-solving skills.
- An interest in finance and investing is a huge plus
- Strong stakeholder management skills
- Exposure to Wordpress
- Strong attention to detail

Ready to make an impact? If you have full working rights in Australia, please submit your CV to careers@Betashares.com.au. Your interest will be treated in strict confidence.