



BetaShares

Exchange Traded Funds

Digital Marketing Campaigns Manager

- **Support the delivery of leading customer experiences and digital media marketing campaigns.**
- **Clear career pathway and development opportunities in a supportive team.**

The role:

We're seeking a talented Digital Marketing Campaign Manager to join our team. You will have a well-rounded background in campaign management (agency or inhouse) and be looking to take your next step with an exciting, entrepreneurial company.

You'll be responsible for planning and delivering campaigns across SEM, Social Media, Programmatic and Native Content. Experience with email automation and landing page software is also extremely beneficial.

The successful candidate will be highly organised and enjoy working as part of a team in a fast-paced environment.

Previous experience in, or strong interest of, financial services/investments is a major plus!

Responsibilities:

- Support the delivery of all SEM, paid social, marketing database, email, and display advertising campaigns.
- Design, create, and maintain social media presence.
- Day-to-day management (with support from our agency) of paid digital marketing campaigns which will include paid search- Google Ads, Display-GDN, Programmatic and Social Ads- Facebook, Instagram, LinkedIn, Retargeting.
- Support the measurement and reporting of digital marketing campaign performance and assess these against goals such as ROI and KPIs.
- Brainstorm new creative growth strategies.
- Create landing pages and optimise user experience
- Plan and deliver creative concepts for digital advertising across multiple platforms and mediums.

You will have:

- 4+ years' experience with demonstrated ability managing & delivering digital marketing campaigns (agency or inhouse)
- Solid understanding of digital marketing including PPC/Social Media/SEM
- Experience with landing page development/best practise
- Demonstrated ability to develop detailed campaign plans
- Well organised and enjoy working in fast-paced environments

Bonus if you have:

- Experience with email automation platforms (Adobe Cloud, Marketo, Salesforce highly desirable)
- Familiarity with the creative tools: Canva, Adobe Creative Suite, including Photoshop, InDesign, Illustrator with a good eye for design.

About BetaShares:

BetaShares is one of Australia's leading managers of exchange traded funds ("ETFs"), of which investors buy and sell through the ASX. Our aim is to provide intelligent investment solutions which help Australian investors meet their financial objectives.

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