

## Digital Marketing Executive

### (PPC/CRO focus)

Are you passionate about digital marketing and on the lookout for your next career step? Interested in the world of investing, finance or fintech? This is your chance to join and grow your career with one of Australia's most innovative financial brands.

We're recruiting for a Digital Marketing Executive to join our team and support the delivery of best-in-class campaigns in 2022 and beyond. This hands-on role requires someone with excellent project management skills, initiative, and high attention to detail. You'll understand core digital channels and user journeys and love diving into the detail to optimise at every opportunity. You're curious to learn and grow, and you'll work alongside a highly skilled and supportive team.

### Responsibilities

- Assisting with the execution of all aspects of BetaShares digital strategy across channels including search, display, video, and landing pages.
- Supporting campaigns from start to finish – including briefing, legal approvals, agency coordination, campaign checking and launch.
- Support reporting requirements across digital marketing KPIs.
- Working with the team to build and maintain our suite of landing pages, and other content amends as required on our website.
- Working across internal and external resources to deliver digital marketing assets including banner ads, web tiles and social ads aligned with our multi-channel plans.
- Support trafficking of display assets to relevant third-party contacts, ensuring all are tagged in accordance with our UTM standards and delivered/refreshed in a timely manner
- Support and scale our A-B-C test and learn culture.

### Requirements

- Minimum 3 years' work experience in a related role with demonstrated success across biddable media channels and/or CRO (conversion rate optimisation).
- Excellent organisational skills
- Must enjoy a fast-paced work environment and be able to adapt quickly to business needs
- Good interpersonal skills and the ability to work well within a team
- High attention to detail
- A self-starter who uses their initiative
- Experience creating or coordinating copy and design assets for digital channels

### About BetaShares

BetaShares is one of Australia's leading managers of Exchange Traded Funds ("ETFs") and related products, with a reputation for innovation and "market firsts". With offices in Sydney, Melbourne, Brisbane, and NZ, BetaShares manages over \$23B of assets on behalf of investors across the broadest range of products on the ASX.

### What we offer

BetaShares believes our most important asset is our people and we are proud of the culture. In addition to a competitive salary and opportunity to participate in a bonus program, we also offer:

- Staff career development and training allowance.
- A fully stocked kitchen with catered breakfasts and lunches on a regular basis.
- Volunteering days off, so you can contribute to a cause that matters to you.
- Fun and inclusive social events.

To apply, please email your cover letter and CV to [careers@betashares.com.au](mailto:careers@betashares.com.au).