



BetaShares

Exchange Traded Funds

Marketing Executive – Campaigns & Content

- **Leading Australian funds management firm**
- **Diverse role – multiple opportunities for career growth**
- **Dynamic company and team culture**

BetaShares is seeking a self-motivated Marketing Executive to join their dynamic team.

Take the next step in your career with a position that will expose you to a wide variety of marketing campaigns and related projects with a focus on communications, content development, social media and creative services.

The Company

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

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 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 BetaShares PR efforts including liaison and management of BetaShares external PR agency
- Collaborate with team members to develop, design and repurpose product and educational content in multiple formats for distribution across on and offline channels
- Develop communications to support multi-channel campaigns, including video
- Collaborate with the BetaShares Sales team to develop collateral and presentations for external events and client meetings
- Organise and oversee the production of Fund collateral and investor information
- Support in the delivery of ongoing content marketing initiatives, including measurement, reporting and maintaining editorial schedules

The successful candidate will possess the following:

- Strong written and verbal communication skills with strong attention to detail
- Strong organisational and time-management abilities
- Relevant degree and minimum 3 years' experience in a marketing role

The following experience is desired, but not essential:

- Knowledge of funds management, financial services and/or investment products
- Familiarity with Google Marketing Platform, or other web analytics systems
- Proficiency 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. Your interest will be treated with strict confidence