

Marketing Graduate/Assistant – Funds Management

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.

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. BetaShares diverse suite of 40 funds is also uniquely positioned in the market in that it offers exposures that may be suitable to both rising and falling markets.

Role Summary

BetaShares is seeking a high energy, self-motivated individual to join our Marketing team and help build on our successes.

As a valued and key contributor within the team, you will support the execution of tasks across the full marketing mix including: reporting, events, advertising, CRM maintenance, digital campaign execution and sales support.

Whilst previous working experience is not a pre-requisite for this graduate position, you will need to be prepared to work in a fast-paced team environment. The role will provide you with the opportunity to build experience with one of the most innovative and progressive financial services firms, and upskill you with all aspects of marketing.

A recently completed Marketing qualification will be highly regarded in role, as will knowledge and an interest of financial markets and its products.

Responsibilities

Key responsibilities of this role will include:

- Assist in the distribution and delivery of marketing materials
- Assist with execution of client events
- Maintain tracking report of public relations activity and other internal reporting
- Assist in the delivery of campaigns across digital advertising channels, email and print.
- Help maintain CRM systems
- Provide support for distribution of content across online channels including social media and website

Key skills and experience:

- A Marketing Degree, or similar, will be highly regarded
- Exceptional verbal and written communication skills
- Proficiency in Word, Excel, Outlook, Powerpoint.
- Experience using CRM technology an advantage.
- Knowledge of social media platforms
- Experience using InDesign, PhotoShop and Illustrator is desired
- Strong character references

Academic transcript must be provided with your application.

To apply for this role, please email your cover letter, CV and transcript to careers@betashares.com.au.