



BetaShares

Exchange Traded Funds

Digital Marketing Executive – BetaShares ETFs

- **Leading Australian funds management firm**
- **Diverse role - covering all aspects of Digital Marketing**
- **Dynamic company and team culture**

Who we are:

BetaShares is a leading manager of exchange traded funds (“ETFs”) and other Funds that are traded on the Australian Securities Exchange (‘ASX’). 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 bought and sold like any share and provide exposure to a broad range of market indices and asset classes including shares, cash, commodities and currencies.

We are proudly Australian owned and managed, and our aim is to provide intelligent investment solutions, which help Australian investors meet their financial goals.

About the role:

We are seeking a creative, passionate digital marketing executive to join our team. If you live and breathe digital and data, we’d love to hear from you.

A key member of the marketing team, the digital marketing executive will support the development, delivery, tracking and optimisation of activity across all digital channels including SEM, social media, lead generation and website.

Naturally, you will be able to think out of the box, with a conversion mindset and you will also feel comfortable working across multiple channels to develop targeted programs.

This is a hands-on role with excellent opportunity for career progression in a fast-growing Australian business.

Responsibilities:

- Implementation and optimisation of a wide range of digital strategies and channels
- Deliver in-depth reporting of all digital activity along with relevant insights and recommendations
- Use Google Analytics, Google Double Click, Google Ads, and other relevant sites for ongoing campaign management
- Drive and inform optimisations for the BetaShares website
- Assist in the development and management of paid social media campaigns and community management
- Support the development of engaging online content including, videos, graphics, and blogs; monitor and analyse success of content
- Keep well-informed of new technologies, and digital marketing trends

Skills and qualifications:

- Experience with and a solid understanding of:
 - SEM platforms (Google, BING)
 - Google display and other ad serving networks
 - Lead generation/ conversion marketing
 - Social media platforms (Facebook Business Manager, Twitter Ads Manager, LinkedIn Campaign Manager)
- Experience with WordPress CMS
- HTML / CSS knowledge
- Experience with email automation programs (*highly regarded*)

Additionally, you will have:

- Tertiary level qualifications in Marketing (or similar field)
- 3+ years marketing experience, with a minimum of 2 years in a full-time digital role
- High attention to detail
- Solid understanding of current online marketing concepts, strategy and best practice
- Strong written and verbal Communication Skills
- Ability to multitask on multiple projects and offer solutions
- Ability to prioritise and manage time efficiently

This role is a fantastic opportunity for someone looking to grow their marketing career in a supportive, fast-growing business.

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