



# BetaShares

Exchange Traded Funds

## Marketing Manager – BetaShares

### Who we are

BetaShares is one of Australia's leading managers of Exchange Traded Funds ("ETFs") and currently manages over \$7.5B in assets across over 50 products. 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, fixed income, commodities, currencies, income strategies and alternatives.

### About 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 an experienced all-rounder who enjoys all aspects of marketing with a focus on campaign delivery, content development, digital distribution, presentations and creative services.

You will be responsible for driving a wide variety of marketing campaigns and initiatives to achieve key business targets.

### Responsibilities

- Develop and manage the delivery of integrated campaigns including input into advertising briefs, landing pages, communications and post campaign reporting
- Support campaign development – consulting with key stakeholders to establish KPIs, prepare campaign briefs, set project plans, brief agencies, review creative & present recommendations
- Organise and oversee the production of Fund collateral and investor educational material
- Collaborate with team members to develop and repurpose content for the website, emails, social media and other digital channels

### Key skills and experience

- Tertiary qualifications essential, Marketing major preferred
- 10+ years' marketing experience, with experience in financial services marketing, wealth management experience preferred
- Knowledge of financial products preferred
- Strong written and verbal communication skills with strong attention to detail
- Familiarity with Google Marketing Platform, or other web analytics systems
- Experience with marketing automation platforms
- Strong organisational and time-management abilities

The following experience is desired, but not essential:

- Proficiency with the Adobe Creative Suite, including Photoshop, InDesign, Illustrator
- Exposure to Wordpress CMS

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