



Title: ETF marketing intern
Business Unit(s): Europe
Location: Frankfurt am Main
Department: Marketing
Reporting to: Head of Marketing
Timing: six months

Summary

VanEck was founded in 1955 and has been driven by innovation and stands for intelligent, forward-looking investment strategies as a global top-20 ETF and crypto note provider, which is achieving very strong growth. Digital campaigns play an essential role in our commercial strategy. We combine state-of-the-art, highly innovative marketing techniques with very sizeable budgets. In order to remain at the forefront of marketing innovation, we dedicate significant time and energy to research, data analysis, and experimentation. VanEck is headquartered in New York City and has offices in Frankfurt, Amsterdam, Sydney, Zurich, Singapore and Shanghai.

In order to support our European marketing team, we are searching for a marketing intern, who will:

- **Marketing campaigns** via digital channels:
 - Support in the development of marketing campaigns across various channels (YouTube, LinkedIn, Google Display Network, Facebook, Instagram, Twitter)
 - Analyze the effectiveness of digital channels, marketing campaigns, and website visitor behavior using tools such as Google Adwords, Google Analytics, Crazy Egg and Google Reach Planner
- **Social Media:**
 - Create social media posts for LinkedIn, Twitter, Facebook
 - Develop creative materials for social media in collaboration with a graphic design agency
- **Search Engine Optimization (SEO):**
 - Identify target search key words and optimize web pages for these key words
 - Track progress via our custom-built SEO dashboard
- **Participate in operational marketing activities:**
 - Support public relations efforts
 - Support event organization & give aways
 - Review campaign webpages and validate translations

Duration

6 months (flexible)

Qualifications

- Bachelor or Master's education in marketing, finance, economics, business or engineering with good grades
- Language skills: Native speaker in either of the following languages: Spanish, French, Italian, English, German, Dutch or Polish.