



Position: Digital Marketing Manager

Legal Entity: VanEck (Europe) GmbH

Location: Frankfurt, Germany

Department: Marketing

Reporting to: Head of Marketing & Product Strategy

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. VanEck is headquartered in New York City and has offices in Frankfurt, Amsterdam, Sydney, Zurich, Singapore, and Shanghai.

Digital campaigns play an essential role in our commercial strategy. We combine cutting-edge, highly innovative marketing techniques with large-scale budgets. In order to remain at the forefront of marketing innovation, we dedicate significant time and energy to research, data analysis, and experimentation. We manage all marketing platforms directly, without passing through external marketing agencies.

The role provides an excellent opportunity to develop a deep skillset on high-end digital marketing techniques.

Essential Duties and Responsibilities:

Take ownership of a number of the following team responsibilities:

- Digital paid campaigns (YouTube, Google Paid Search, Google Display Network, LinkedIn, Facebook, Instagram, ...)
- Search Engine Optimization (SEO)
- Website's user experience
- Social media content strategy (LinkedIn, Instagram, Facebook, YouTube, ...)
- Relationships with financial influencers and bloggers
- Media partnerships
- Webinars and events (e.g., conferences, investment fairs)
- Press relations

Training will be provided on the job by an experienced team.

What we offer:

Competitive Pay: Enjoy a rewarding compensation package.

Growth Opportunities: Develop your skills and advance your career.

Diversity & Inclusion: Join a respectful and diverse workplace.

Team Collaboration: Work with a team of dynamic team players in the Frankfurt office.

International company: Collaborate internationally with US and European colleagues.

Qualifications and Skills:

- A passion for marketing, innovation and / or social media
- Very good verbal, written, and interpersonal communication skills



- Good analytical skills and a genuine interest for data analysis
- Ability to multi-task, work independently with minimum supervision
- Language Skills: German, Italian, French, Spanish or English. Other European language skills are a plus.

Education and/or Experience

- Bachelor or Master's degree in marketing, business, finance or economics
- Entry-level position, young professional, or professional level