VanEck®

Position: **Channel Marketing Associate**
Department: Marketing, Content Strategy
Reporting to: Director of Channel Marketing
FLSA Status: Full-Time Exempt
Location: New York or Tampa

Position Summary

The Channel Marketing Associate is a key member of the Marketing team, supporting channel and content strategies across VanEck's active and ETF businesses within the Americas. This role is primarily responsible for executing marketing initiatives targeting Financial Advisors in the U.S., while also supporting the growing needs of the insurance, private bank, RIA, and retail channels.

Responsibilities

U.S. FA Channel

- Develop high-quality channel marketing campaigns that align with sales objectives and fund priorities.
- Collaborate with the Business Intelligence team to identify target audiences (firms, email lists, etc.) and drive high-quality lead generation.
- Utilize LinkedIn for both organic and paid campaigns to reach target audiences effectively.
- Partner with the FA sales team to understand their needs and communicate them to marketing leadership for prioritization.
- Create content for due diligence events, roadshows, and conferences as needed.
- Manage the distribution of sales emails, including content creation, timely execution, and post-distribution analysis.
- Track and analyze performance metrics; provide strategic, data-driven recommendations to management on a monthly basis.
- Measure and optimize content programs to engage clients and prospects throughout the investor's journey.

Cross-Functional Collaboration

- Share responsibilities related to the editorial process, content publishing, and campaign execution.
- Effectively utilize marketing tools such as email, social media, paid content, virtual events, and advertising to ensure a consistent cross-channel client experience.
- Coordinate with agency partners, freelance writers, and consultants as needed.
- Provide strategic and tactical support to additional channels, including Registered Investment Advisor (RIA), Individual Investor, and Institutional, as required.

Supervisory Responsibilities

This position has no supervisory responsibilities.

Qualifications/Competencies

- Willingness to obtain Series 7 and 66 licenses within the first six months of employment.
- Experience in asset management.

- Basic understanding of ETFs.
- Strong grasp of LinkedIn and its use for targeted marketing.
- Excellent written and verbal communication skills, with a sharp eye for detail and quality control.
- Proven project management skills and ability to deliver on time.
- Ability to analyze data to track marketing performance.
- Demonstrated ability to align marketing initiatives with strategic goals.
- Experience engaging with senior-level stakeholders and building trust with executive leadership.
- Comfortable working in a deadline-driven environment with shifting priorities; self-motivated, organized, and proactive.

Experience/Education

- 3-5 years of experience
- Bachelor's degree preferably in marketing, business, finance or economics

Compensation

- If this position will be performed in whole or in part in New York City, the base salary range is $100,000 to $120,000. Individual salaries may vary based on different factors including but not limited to, skills, experience, job-related knowledge, and location. Base salary does not include other forms of compensation or benefits offered in connection with this position.

VanEck is committed to treating all applicants and employees fairly and to providing equal opportunity in compliance with applicable federal, state and local laws. VanEck does not and will not discriminate against any employee or applicant for employment on the basis of race, religion, ancestry, color, gender, gender identity, pregnancy, age, physical or mental disability, national origin, marital status, sexual orientation, citizenship status, covered-veteran or military status, genetic information, and/or any other factor protected by law.