



**Position:** Content Strategy Intern  
**Legal Entity:** Van Eck Associates Corporation  
**Business Unit(s):** Marketing  
**Location:** New York, NY  
**Department:** Content Strategy  
**Reporting to:** Content Strategy Director  
**FLSA Status (US Staff only):** Non-Exempt Full Time Summer

VanEck is a privately held global asset management firm founded in 1955. We develop forward-looking, intelligently designed, active and ETF strategies that strengthen long-term portfolios. We will provide qualified individuals with outstanding education and growth opportunities. If you are a high-energy individual with a strong work ethic, excellent team skills and outstanding communication skills, we would like to speak with you.

VanEck's Summer Intern Program provides exposure across the firm through educational, mentorship and networking events. As an Intern, you will interact with the firm's senior management, gain an understanding of the financial services industry and learn critical business skills. Our internship program will build more than just your resume — it will challenge your knowledge, build your network and drive your career path. Our program spans 10 weeks and typically runs from June 3 – August 9. If you are looking to gain valuable hands-on experience while working with talented individuals, apply now!

The Content Strategy team at VanEck is responsible for the creation and implementation of content and messaging, content syndication, channel marketing, earned and paid media, social media and SEO strategy. The team works closely with various departments including Product Management, Digital Marketing and Sales. Our goal as a team is to grow the business by developing high quality, engaging content and delivering it to the appropriate audience.

**Essential Duties and Responsibilities:**

Includes the following, and other duties may be assigned as needed:

- Assist in content creation, including writing and editing blogs and emails to amplify VanEck's investment products and thought leadership capabilities
- Develop and edit videos in a range of styles for use on social (including TikTok, Instagram and YouTube) and the VanEck website, designed to entertain and educate prospects and clients
- Support existing multimedia content programs, including the *Trends with Benefits* podcast and *The Moat Show* video series
- Research topics including, but not limited to, guests for the podcast, earned media opportunities, SEO keywords, market trends, competitors and topics for upcoming content
- Support the social media process by writing posts, overseeing the review processes, sourcing images and analyzing insights

- Collaborate with sales and marketing to understand how an asset manager utilizes different strategies to market to each investor type (individuals, financial advisors, institutional)

## **Qualifications**

- Knowledge of and interest in financial markets
- Strong writing, proofreading and communication skills
- Basic knowledge of Adobe Creative Suite and video recording/editing software (such as CapCut, Premiere and After Effects)
- Basic knowledge of SEO
- Attention to detail and excellent project management skills
- Understanding of various social media platforms
- Ability to apply common sense understanding to carry out instructions
- Self-sufficient and able to adhere to deadlines, with the flexibility to adapt to changing priorities
- Working knowledge of Microsoft Word, Excel and PowerPoint
- Eagerness to learn

## **Education and/or Experience**

- Currently entering junior level (3<sup>rd</sup> year) or beyond within a 4-year college program
- Some experience within a corporate environment is helpful but not required
- Pursuing a degree in Business, Economics, Advertising or Journalism, preferred

## **Competencies**

To perform successfully and gain the most from this internship, an individual should demonstrate the following competencies:

- Professional demeanor
- Capacity for learning new procedures and topics
- Time management
- Enthusiasm
- Detail-oriented
- Ability to effectively present information in one-on-one and small group situations to customers, clients and other employees of the organization

## **Language Skills**

- Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.

**Compensation:**

- The maximum hourly rate for this position is \$25 an hour

*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.*

In order to be considered for this position, please submit resume with the subject line Content Strategy Intern to [internships@vaneck.com](mailto:internships@vaneck.com).