



Position: Digital Marketing Intern
Legal Entity: Van Eck Associates Corporation
Business Unit(s): Marketing
Location: New York, NY
Department: US Digital Marketing
Reporting to: Digital Operations 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.

Essential Duties and Responsibilities:

This internship will focus on digital marketing concept with a focus on systems, analytics and design. The focus is on the integrated digital marketing platforms that distribute investment content and capture client behavioral data. These systems include, but may not be limited to: web analytics tools, automation platform (Marketo), customer relationship management system (Salesforce), content management system (EpiServer), project management software (JIRA), and 3rd party data. All these systems and tools are essential to the digital and integrated marketing business.

In the systems role, you will gain hands on experience around digital content marketing and syndication, globally. Understanding content and video strategy, how it is distributed and the relationship between 'bundles' of content and videos will be a main focus.

For the data analytics part of this role, you will be asked to identify, track, and analyze web and email behavior for our clients and prospects. The output may include producing regular reports for senior management, drawing conclusions, and making recommendations based on the data that is collected.

In partnership with the team, the outcome of the 10-week internship includes, but is not limited to:

- Reporting on key performance Indicators
- Identifying web analytics trends
- Identifying opportunities for predictive content marketing
- Structure executive dashboards and use data visualization to effectively communicate behavior to the larger VanEck organization
- Support operations on for the digital marketing team including taking a role in email, web, and social marketing and execution.
- Support JIRA tickets and coordination with VanEck IT

- Partner with digital marketing and marketing communications to align content cross promotion across US VanEck website
- Video production, assist with the coordination of reviews and approvals and suggest improvements

Qualifications

- Interest in digital marketing and content syndication
- Previous experience in data analytics and reporting
- Previous experience with HTML
- Good communication skills
- Attention to detail and interest learning design
- Working knowledge of the full Microsoft Office suite, with an emphasis on Excel and PowerPoint
- Roll up your sleeves work ethic
- Comfortable learning something new such as design concepts and video creation

Education and/or Experience

- Currently entering junior level (3rd year) or beyond within a 4 year college program.
- Some experience within a corporate environment is helpful, but not required.

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/ideas
- Motivation
- Proactive
- Enthusiasm

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 'Digital Marketing Summer Intern' to internships@vaneck.com.