

Position: Marketing Manager
Legal Entity: MV Index Solutions
Location: Frankfurt
Department: Marketing
Reporting to: Managing Director

Summary: Headquartered in Frankfurt, Germany, MV Index Solutions is a subsidiary of VanEck (Europe), the base for VanEck's international ETF business. VanEck is a privately owned US-based investment management firm. Founded in 1955, the firm was among the first US money managers helping investors achieve greater diversification through global investing.

MV Index Solutions develops, monitors and markets the MVIS Indices, a selection of pure-play, investable benchmark indices. The introduction of MVIS Indices has expanded VanEck's successful brand from exchange-traded products to indices, and the current portfolio of indices reflects the company's in-depth expertise related to emerging markets, hard assets and special asset classes. MVIS Indices are specifically designed to be investable and licensed as the basis for financial products. MV Index Solutions also develops and maintains customized indices for third parties that aim to track specific investment themes.

The Marketing Manager is a key role within the team and will be responsible for planning, developing, and executing the marketing strategy to promote and support the business.

Essential Duties and Responsibilities:

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

- Manage and execute the marketing strategy which includes brand management, web presence, content creation, campaigns, and events.
- Create marketing materials including presentations, email campaigns, conference materials, placed articles, and other types of marketing collateral.
- Oversee and maintain website which includes portal management, web projects, content/look and feel, strategy, coordinating with outside service provider.
- Support new product launches
- Manage Public/Media Relations and social media efforts in coordination with external PR agency.
- Support team at conferences and client events.
- Maintain knowledge of index industry news and events.
- Provide competitive index information.
- Other Marketing related tasks as needed.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

Supervisory Responsibilities

This job has no supervisory responsibilities.

Experience/Qualifications

- Bachelor Degree in Marketing, Finance, or related field.
- Prefer 2-4 years' of relevant work experience, capital market experience a plus.
- Broad understanding of the index industry including key products and business dynamics a plus.
- Solid understanding of web page development process
- Experience with programming languages such as HTML & PHP
- Experience working with digital marketing technology platforms, including Email Service Platforms (Marketo a plus) and Content Management Systems (Episerver a plus)
- Strong communication skills, both verbal and written
- Must be comfortable working in a deadline-driven environment with changing priorities; self-sufficient while being detail-oriented and motivated to excel; and well-organized.
- Working knowledge of standard Software (MS Office).
- Team player willing to roll-up their sleeves to execute against set goals
- Proficiency in written and spoken English/German.