

About the job

Position: Senior Marketing Strategist

Legal Entity: MarketVector Indexes

Business Unit(s): Marketing

Location: New York, NY

Reporting to: Head of Product Management and Marketing

FLSA Status: Exempt

Summary: Join a growing, fast-paced team on the forefront of innovation in the financial industry. Work with our international team and agency partners around the world and leverage your deep marketing expertise and proven leadership to accelerate brand identity, client engagement, and business development initiatives. This cross-functional role offers the opportunity to shape the future of the company's market presence, global branding, and significantly contribute to its continued success.

Essential Duties and Responsibilities:

This role works closely with the Head of Marketing to deliver key initiatives and includes the following, other duties may be assigned as needed:

Responsibilities

1. Strategy & Communication:

- **Support the development and execution of a comprehensive global marketing strategy** focused on achieving brand growth, client acquisition, and business development objectives.
- **Oversee the evolution of the company's brand identity and design across all channels**, (website, blogs, newsletters, whitepapers, video, social media, webinars, conferences) solidifying MarketVector Indexes' brand recognition, thought leadership and market position.
- **Craft and implement data-driven digital marketing campaigns** leveraging SEO, social media, and other channels to reach target audiences and generate qualified sales leads for the business.
- **Support the development and execution of a compelling content and messaging strategy** that resonates with target audiences, elevates our thought leadership, and positions MarketVector Indexes as an industry leader in both research/ideas and products/solutions.
- **Collaborate with our external PR team to develop and execute a proactive PR strategy** to secure positive media coverage and enhance brand awareness globally. Partnership with our clients' PR efforts will also be a key part of this function.

2. Content Creation & Management:

- **Collaborate with marketing support teams (internally and externally)**, ensuring efficient content creation, project management, and delivery across all channels.
- **Partner with Sales and Client Services teams to develop high-impact marketing materials and collateral** that support lead generation, client engagement, and sales efforts.
- **Work closely with Research and Strategy teams** to translate insights into clear and consistent messaging that strengthens MarketVector Indexes' thought leadership positioning in all major asset classes: Equities, Fixed Income, Commodities and Crypto/Digital Assets.
- **Supervise and manage external agency partners**, ensuring they deliver high-quality work on time, within budget, and meet established KPIs.
- **Optimize the speed to delivery and aim for error-free** by building easy to use collateral templates, establishing clear processes and implementing rigorous quality control measures to ensure all deliverables meet the highest standards.

3. Operations & Analytics:

- **Develop and implement a comprehensive website SEO strategy** to improve organic search ranking and drive qualified traffic to the company website.
- **Establish and monitor key performance indicators (KPIs) for both content and product marketing efforts** to measure success, identify areas for improvement, and optimize strategies for maximized ROI.
- **Utilize various marketing data analysis tools and techniques** to gain actionable insights, inform strategic decision-making, and maximize MarketVector's return on investment (ROI).
- **Proactively identify and implement best-in-class marketing practices** by monitoring industry standards, analyze competitor campaigns, and collaborate with internal teams to share insights, recommend improvements and develop best practices and procedures.

Experience and Qualifications

- 10+ years of experience leading and executing impactful global marketing strategies in the financial services industry, ideally with expertise in index-based/ ETF products and/or institutional investment.
- Proven ability to translate business goals into actionable plans and oversee brand evolution across various channels.
- Experience in developing and implementing data-driven digital marketing campaigns (SEO, social media, etc.).
- Possess strong content marketing expertise and project management skills.
- Excellent writing and editing skills, ideally with a portfolio of finance-related writing or editing
- Foster collaboration with internal and external teams (globally).
- Excellent communication and collaboration skills, demonstrated through successful partnerships with Sales, Client Services, Research, and PR teams.

- Adept at managing external agencies/consultants.
- Leverage data analytics (KPIs, SEO) to inform strategic decisions.
- Proficient in marketing automation and project management tools.
- Solid understanding of the financial services industry and current market trends.
- Excellent time management and organizational skills.
- Thrive in both independent and collaborative environments within a global team.
- Proficiency in Microsoft Office and Adobe tools.

Compensation:

If this position will be performed in whole or in part in New York City, the base salary range is \$150,000 - \$180,000. 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.

About MarketVector Indexes - www.marketvector.com

MarketVector Indexes™ (“MarketVector”) is a regulated Benchmark Administrator in Europe, incorporated in Germany and registered with the Federal Financial Supervisory Authority (BaFin). MarketVector maintains indexes under the MarketVector™, MVIS®, and BlueStar® names. With a mission to accelerate index innovation globally, MarketVector is best known for its broad suite of Thematic indexes, a long-running expertise in Hard Asset-linked Equity indexes, and its pioneering Digital Asset index family. MarketVector is proud to be in partnership with more than 25 Exchange-Traded Product (ETP) issuers and index fund managers in markets throughout the world, with more than USD 39 billion in assets under management.

MarketVector is committed to treating all applicants and employees fairly and to providing equal opportunity in compliance with applicable federal, state and local laws. MarketVector 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.