



**Position:** Channel Marketing Manager, RIA

**Legal Entity:** VEAC

**Location:** New York, NY

**Department:** Marketing – Content Strategy

**Reporting to:** Director of FA/RIA Channel Marketing

**FLSA Status:** Exempt

**Summary:** The Channel Marketing Manager, RIA is an important member of the Marketing team supporting VanEck's active and ETF businesses. The position's primary responsibility is to develop and implement marketing strategies to reach RIA clients and prospects. The Channel Marketing Manager will be responsible for growing awareness of VanEck models, private funds, and ETFs through content development, digital media, lead generation & engagement. The position will also work strategically to support the Wirehouse advisors and Independent Broker Dealers, as needed. The position reports to the Director of FA/RIA Channel Marketing and works closely with product management and sales.

**Essential Duties and Responsibilities:**

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

- Provide growth recommendations to management and implement tactics to support the strategic direction of the channel
- Develop high quality content and marketing campaigns targeted at RIAs that support sales objectives and fund focuses
- Partner with Business Intelligence team to identify target audience (firms, email lists, etc.) and deliver high quality lead generation
- Leverage LinkedIn for organic and paid campaigns to reach target audience
- Partner with the RIA sales team to understand their needs and effectively communicate them with marketing management for prioritization
- Strategically and tactically support the effort to reach and convert RIAs with <\$250 million in AUM
- Generate high quality content in partnership with Product Management teams
- Generate content for due diligence events, roadshows and conferences as needed
- Manage distribution of quarterly sales newsletters, including writing the content and delivering timely results and takeaways
- Track, analyze and provide strategic data-driven channel recommendations to management on a monthly basis
- Measurement and optimization of content programs, including recommendations to influence and engage clients and prospects along all points in their buying journey
- Collaborate and share team responsibilities with respect to the editorial process, content publishing process and campaigns
- Effectively and collaboratively use various marketing tools such as email, social, paid content, virtual events, and advertising to create a consistent client experience
- Liaise with agency partners, freelance writers, and consultants as needed
- Strategically and tactically support the FA channel, as needed

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

## **Qualifications**

- Experience working with ETFs or experience working at an RIA
- Strong knowledge of RIA channel
- Deep understanding of LinkedIn and how to effectively target and market to prospects and clients
- Superior written and interpersonal communication skills, with an expert's attention to detail and quality assurance
- Excellent project management and proven delivery skills
- Ability to develop financial and KPI performance dashboards and measure success of marketing
- Demonstrated success with integrating marketing initiatives around common goals and objectives
- Experience in managing relationships with senior level stakeholders with the ability to inspire confidence of senior management
- Ability to work in a deadline-driven environment with changing priorities; self-sufficient and motivated to excel; well-organized

## **Education and/or Experience**

- 7-10 years of experience with ETF offerings in the RIA channel
- Bachelor's degree preferably in marketing, business, finance or economics

## **Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

- Professional demeanor
- Capacity for learning new procedures/ideas
- Motivation
- Enthusiasm

## **Compensation:**

If this position will be performed in whole or in part in New York City, the base salary range is \$160,000 to 175,000. 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.

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