



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 / Creative 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 includes exposure across the firm through educational, mentorship, and networking events. As an Intern, you will also be exposed to 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 2 – August 8.

Essential Duties and Responsibilities:

This internship will focus on digital marketing concepts with a focus on systems, user experience, and UI. Focusing 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 (GA 4 and Crazy Egg), marketing automation platforms (Marketo), customer relationship management systems (Salesforce), content management systems (Optimizely), 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 user interactions to support our digital strategy. Key focus will be personalization, deepening our client's journey, SEO and opportunities to improve clients and prospects experiences.

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
- Identify what clients and prospects are doing and how we can improve

- Support operations 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 the US VanEck website and SEO
- Provide examples of enhancements to the user interface/experience

Qualifications

- Interest in digital marketing and content syndication
- Previous experience in data analytics and reporting
- Previous experience with HTML
- Figma or willingness to learn
- Good communication skills
- Attention to detail and interest in learning new skills
- Working knowledge of the full Microsoft Office suite, with an emphasis on Excel and PowerPoint
- Roll up your sleeves work ethic

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 your resume with the subject line 'Digital Marketing Summer Intern' to internships@vaneck.com.