



**Title:** Marketing & Social Media Associate  
**Business Unit(s):** Europe  
**Location:** Frankfurt, Germany  
**Department:** Marketing  
**Reporting to:** Vice President, Marketing at VanEck Europe

## Summary

VanEck is a global asset manager which offers both passive and active investment products. A large part of the business is in Exchange Traded Funds (ETF's). The firm has offices worldwide including its headquarters in New York and offices in Amsterdam, Frankfurt, Sydney, Zurich, Singapore and Shanghai.

Digital campaigns play an essential role in our commercial strategy to support the ETF business in Europe. We combine state-of-the-art, highly innovative marketing techniques with sizeable budgets. In order to remain at the forefront of marketing innovation, we dedicate significant time and energy on proprietary research and experimentation.

In order to strengthen our European marketing team, we are seeking a dynamic Marketing Associate with a focus on social media management to drive our brand's online presence to new heights.

The role includes following functions:

### Social Media Management

- Contribute to the development and implementation of a comprehensive social media strategy to enhance online presence
- Create and manage engaging content (images, videos, written posts) for various social media platforms such as LinkedIn, Instagram, Twitter, Facebook and TikTok in collaboration with graphic agencies
- Monitor social media channels for industry trends and competitors' activities
- Engage with followers, respond to comments and messages and foster community interactions
- Build and nurture relationships with online communities, addressing their needs and concerns
- Analyze social media performance metrics and generate reports to provide insights and recommendations
- Collaborate with social media influencers and content creators to develop partnerships and campaigns that amplify brand messaging and engage target audiences effectively

### Campaigns & Media

- Assist in the creation of marketing campaigns and manage media projects such as video production and landing page design
- Assist in analyzing the effectiveness of commercial campaigns, evaluating metrics to measure ROI, engagement, and overall impact. Provide detailed reports and recommendations for optimizing future campaigns based on these insights
- Coordinate with internal teams and external vendors to ensure project timelines and objectives are met
- Conduct quality checks on all media content to maintain high standards

## **PR**

- Assist in coordinating with external PR agencies for press outreach, ensuring seamless alignment with brand messaging and objectives.
- Support the preparation of press releases and materials to achieve positive media coverage and enhance brand visibility.

## **Website & SEO**

- Assist in managing the company website, including content updates, landing page optimization and SEO strategies
- Collaborate with web developers and content creators to ensure the website is user-friendly, visually appealing, and optimized for search engines to improve visibility and drive organic traffic
- Provide ongoing assistance in analyzing website performance metrics and implementing SEO best practices to enhance online presence and achieve higher search engine rankings

## **Competencies**

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

- A passion for social media and marketing
- An interest in investing (ETFs, crypto, stocks, ...)
- Skilled in working collaboratively with internal teams, external vendors, and influencers to execute campaigns and initiatives effectively
- Flexible and adaptable to changing priorities, market trends, and digital platforms, with a willingness to learn and innovate in a dynamic environment
- Excellent verbal, written and interpersonal communication skills

## **Experience / Qualifications**

- Bachelor's or master's degree in marketing, communication, business, or economics
- Language skills: English / German a must (native level). Other European language skills beneficial

**Note:** This role is suitable for recent graduates or young professionals with some experience looking to start or advance their careers in marketing and social media.

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.

## **German Translation**

**Stellenbezeichnung:** Marketing & Social Media Associate

**Geschäftseinheit(en):** Europa

**Standort:** Frankfurt, Deutschland

**Abteilung:** Marketing

**Berichtslinie:** Vice President, Marketing bei VanEck Europe

## **Zusammenfassung**

VanEck ist ein globaler Vermögensverwalter, der sowohl passive als auch aktive Investmentprodukte anbietet. Ein großer Teil des Geschäfts liegt im Bereich der Exchange Traded Funds (ETFs). Das Unternehmen hat weltweit Niederlassungen, darunter das Hauptquartier in New York sowie Büros in Amsterdam, Frankfurt, Sydney, Zürich, Singapur und Shanghai.

Digitale Kampagnen spielen eine wesentliche Rolle im Marketing zur Vermarktung des ETF-Geschäfts in Europa. Wir kombinieren moderne Marketingtechniken mit innovativen Technologien. Zur Verstärkung unseres europäischen Marketingteams suchen wir eine:n dynamische:n Marketing Associate:in mit Schwerpunkt auf Social Media Management & Kampagnen.

Die Rolle umfasst folgende Funktionen:

## **Social Media Management**

- Mitwirkung bei der Entwicklung und Implementierung einer umfassenden Social-Media-Strategie zur Steigerung der Online-Präsenz.
- Erstellen und Verwalten von ansprechenden, kreativen Inhalten (Bilder, Videos, Beiträge) für verschiedene Social-Media-Plattformen wie LinkedIn, Instagram, Twitter, Facebook und TikTok in Zusammenarbeit mit Grafikagenturen.
- Überwachung der Social-Media-Kanäle auf Branchentrends und Aktivitäten der Wettbewerber.
- Interaktion mit Followern, Beantwortung von Kommentaren und Nachrichten sowie Förderung von Community-Interaktionen.
- Analyse von Social-Media-Leistungsmetriken und Erstellung von Berichten zur Bereitstellung von Einblicken und Empfehlungen.
- Zusammenarbeit mit Influencern und Content Creator zur Entwicklung von Partnerschaften und Kampagnen, welche die Markenbotschaft verstärken und die Zielgruppen effektiv ansprechen.

## **Kampagnen, Analytics & Medien**

- Unterstützung bei der Entwicklung von Multi-Channel-Kampagnen und Management von Medienprojekten wie Videoproduktion und Landing-Page-Design.
- Unterstützung bei der Analyse der Effektivität von Werbekampagnen, Bewertung von Metriken zur Messung von ROI, Engagement und Gesamtauswirkung.
- Entwicklung von Analysen und Empfehlungen zur Optimierung zukünftiger Kampagnen auf Basis dieser Einblicke.

## **PR**

- Unterstützung bei der Koordination mit externen PR-Agenturen für Pressearbeit.
- Unterstützung bei der Vorbereitung von Pressemitteilungen und Materialien.

## **Website & SEO**

- Unterstützung bei der Verwaltung der Unternehmenswebsite, einschließlich Inhaltsaktualisierungen, Optimierung von Landing-Pages und SEO-Strategien.
- Zusammenarbeit mit Webentwicklern und IT, um sicherzustellen, dass die Website benutzerfreundlich, optisch ansprechend und für Suchmaschinen optimiert ist.
- Laufende Unterstützung bei der Analyse von Website-Traffic und Implementierung von SEO-Best Practices zur Verbesserung der Online-Präsenz und zur Erzielung höherer Rankings.

## **Kompetenzen**

- Leidenschaft für Social Media und digitales Marketing.
- Interesse am Investieren (ETFs, Krypto, Aktien, etc.).
- Fähigkeit zur effektiven Zusammenarbeit mit internen Teams, externen Anbietern und Influencern zur Umsetzung von Kampagnen und Initiativen.

- Flexibilität und Anpassungsfähigkeit an sich ändernde Prioritäten, Markttrends und digitale Plattformen, mit der Bereitschaft, in einem dynamischen Umfeld zu lernen und zu innovieren.
- Hervorragende verbale, schriftliche und zwischenmenschliche Kommunikationsfähigkeiten.

### **Erfahrung / Qualifikationen**

- Bachelor- oder Masterabschluss in Marketing, Kommunikation, Betriebswirtschaft oder Wirtschaft.
- Sprachkenntnisse: Englisch und Deutsch auf Muttersprachenniveau. Weitere europäische Sprachkenntnisse von Vorteil.

Hinweis: Diese Position ist geeignet für Hochschulabsolventen oder junge Fachkräfte mit erster Berufserfahrung, die ihre Karriere im Bereich Marketing und Social Media starten oder vorantreiben möchten.

### **Chancengleichheit**

VanEck ist verpflichtet, alle Bewerber:innen und Mitarbeiter:innen fair zu behandeln und Chancengleichheit in Übereinstimmung mit den geltenden Bundes-, Landes- und lokalen Gesetzen zu gewährleisten. VanEck diskriminiert nicht und wird keinen Mitarbeiter:in oder Bewerber:in aufgrund von Herkunft, Religion, Abstammung, Hautfarbe, Geschlecht, Geschlechtsidentität, Schwangerschaft, Alter, körperlicher oder geistiger Behinderung, nationaler Herkunft, Familienstand, sexueller Orientierung, Staatsbürgerschaftsstatus, Veteranen- oder Militärstatus, genetischen Informationen und/oder anderen gesetzlich geschützten Faktoren diskriminieren.

## **VANECK APPLICANT PRIVACY NOTICE – EUROPE**

This notice sets out what Van Eck Associates Corporation (including its group companies listed in Appendix 1, “**VanEck**” or “**we**” or “**our**”) does with your personal data which are collected in connection with your application for a job or other position with VanEck based in the European Union, UK and Switzerland (“**Wider EEA**”). VanEck takes data protection very seriously as in today’s information society, the compliant collection, handling and disclosure of personal data is crucial and we attach greatest value to data protection to ensure the security and confidentiality of data entrusted to us.

The VanEck entity that you are applying to is the “controller” in respect of your personal data for purposes of data protection laws and primarily responsible for how your personal data is used. Van Eck Associates Corporation may also be a controller in respect of your personal data in relation to centralised human resources activities. References in this Applicant Privacy Notice should be read as references to the VanEck entity that you are applying to.

## 1. Information we may collect about you

1.1. VanEck will collect the information you provide us in connection with your application, which can include some or all of the following personal data:

- a. **Contact information**, such as name, home address, telephone number, personal email address and other contact information;
- b. **Work authorization status**, such as visa status and work permit information;
- c. **Biographical information**, such as previous job history and education details;
- d. **Professional and other work-related qualifications**, such as licenses, certifications and professional memberships;
- e. **Information relating to references**, such as referees' names and contact details; and
- f. **Any other information you provide to us**, such as current salary, desired salary, employment preferences and willingness to relocate.
- g. **Background information**, such as credit checks, criminal checks and police records as applicable, including, for US applicants only, fingerprinting and drug testing records.

1.2. We ask that you avoid submitting the following categories of personal data ("**Sensitive Personal Data**"), unless such information is legally required and/or the VanEck requests you to submit such information: racial or ethnic origin; political opinions; religious or philosophical beliefs; trade union membership; genetic or biometric data; health data; and data related to your sex life or sexual orientation.

1.3. Any information you submit during your application must be true, complete and not misleading. Submitting inaccurate, incomplete or misleading information may lead to a rejection of your application during the recruitment process or disciplinary action including immediate termination of your employment. In addition, it is your responsibility to ensure that the information you submit does not violate any third party's rights.

1.4. If you provide us with personal information of a referee or any other individual as part of your application, it is your responsibility to obtain consent from that individual prior to providing the information to us.

1.5. We may obtain personal data about you from third parties such as your previous employers and other referees, recruiters, background check providers, credit reference and anti-fraud agencies and providers of screening lists and public registers.

## **2. Why we collect your personal data and how we use it**

2.1 The personal data that you submit during your application will be used for VanEck's personnel recruitment, management and planning purpose, as permitted by local law, including:

- a) Processing your application;
- b) Assessing your suitability, capabilities and qualifications for a job with us;
- c) Communicating with you regarding your application; and
- d) Conducting reference checks and background checks, if we offer you a job, such as credit checks, anti-fraud checks, checks to prevent fraud and money laundering, and drug tests – each only as permitted under applicable laws and if appropriate for the job you are applying for.

2.2 In connection with the purposes listed above, we may share your personal data with third parties who assist us with these activities, such as background check providers, recruiters and head-hunters, service providers who provide services such as hosting and operating the careers website.

2.3 We process your personal data for each purpose described in Section 2.1 above (other than Sensitive Personal Data addressed in Section 3 below) on the basis that such processing is necessary for employment purposes to enter into the employment contract, or if further required for VanEck's legitimate business interests in recruiting suitably qualified and skilled employees. If you disagree, you may object to the use of your personal data as set out in Section 6 below.

2.4 If we hire you, the personal data we collect in connection with your application may be incorporated into our HR system and may be used to manage the new-hire process and such information may become part of your employee file.

## **3. Sensitive personal data**

3.1 As set out above we ask you to avoid submitting any Sensitive Personal Data with your application. Hence, VanEck collects and processes in exceptional cases only for the following purposes: We may collect, process and disclose Sensitive Personal Data relating to your health or condition, trade union membership, commission or alleged commission of criminal offences and any related legal actions. For example, we may collect, use and share:

- a) information relating to criminal convictions and offences for the purposes of assessing your suitability for your role, where appropriate for the position you apply for and only if allowed under applicable laws; and
- b) information relating to any disabilities that you may have for the purposes of making reasonable adjustments and accommodations to the recruitment process.

3.2 Where we use Sensitive Personal Data, generally we do so to perform our legal duties and exercise our rights as a prospective employer, or because it is necessary to establish, defend or prosecute legal claims. On occasion, we may do so on the basis that we are protecting the vital interest of a member of our staff or a third party, or where the purpose is in the substantial public interest.

#### **4. Sending your personal data outside of Wider EEA**

4.1 We may transfer your personal information to countries other than the country in which the data was originally collected for the purposes described in this Applicant Privacy Notice. For example, if you are located in Wider EEA, we may transfer your personal information to the United States to Van Eck Associates Corporation, where VanEck group is headquartered, if required for the hiring decision of the job you are applying for or if otherwise required for internal administrative purposes. The countries to which we transfer personal information may not have the same data protection laws as the country in which you initially provided the information. However, when we transfer personal information across borders, we consider a variety of requirements that may apply to such transfers.

4.2 Specifically, we may transfer personal information from Wider EEA

- a) To Countries that the European Commissions / UK Secretary of State or Swiss Government as applicable have deemed to adequately safeguard personal information;



- b) Pursuant to the recipient's compliance with standard contractual clauses, Binding Corporate Rules (which we have in place between the European and non-European VanEck entities to share applicants' and employees' data);
- c) Pursuant to the consent of the individual to whom the personal information pertains; or
- d) As otherwise permitted by applicable EEA, UK or CH requirements.

Please contact us if you would like to see a copy of the specific safeguards applied to the export of your personal data.

## 5. Storage of personal data

We will retain your personal data for as long as is necessary for the purposes for which they were collected and any other permitted purposes (such as to comply with regulatory requirements to retain such data). Our retention periods are based on business needs and relevant laws. In case of non-successful applications, the respective applicant's personal data will generally be retained for a six (6) month period after the hiring decision. After the retention period we will either irreversibly anonymise or securely destroy personal data that we no longer need. We reserve the right to use anonymous and de-identified data for any legitimate business purpose without further notice to you or your consent.

## 6. Your rights

6.1 If you apply for a job at a VanEck entity that is located in the Wider EEA, UK or Switzerland, you have certain rights in relation to your Personal Data. Please be aware that certain exceptions apply to the exercise of these rights and so you will not be able to exercise these in all situations. In addition, these will vary in different EU member states, UK or Switzerland.

- a) **Subject Access:** You have a right to be provided with access to any data held about you by us generally within 1 month of your request.
- b) **Rectification:** You can ask us to have inaccurate Personal Data amended.
- c) **Erasure:** You can ask us to erase Personal Data in certain circumstances and we will take reasonable steps to inform other controllers that are processing the data that you have requested the erasure of any links to, copies or replication of it.

- d) **Withdrawal of consent:** You can withdraw any consents to processing that you have given us and prevent further processing if there is no other ground under which we can process your Personal Data.
- e) **Restriction:** You can require certain Personal Data to be marked as restricted whilst complaints are resolved and also restrict processing in certain other circumstances.
- f) **Portability:** You can ask us to transmit the Personal Data that you have provided to us and we still hold about you to a third party electronically.
- g) **Raise a complaint:** You can raise a complaint about our processing with the responsible data protection authority. Before contacting the authority, we kindly ask you to revert to our management in regard of your inquiry first to find an internal solution.

6.2 We may request specific information from you to help us confirm your identity and process your request. Applicable law may require or permit us to decline your request. If we decline your request, we will inform you of the reasons why, subject to any legal or regulatory restrictions.

## 7. **Your contact for any queries**

If you have any queries or concerns regarding personal data, or if you wish to exercise any of your rights set out in Section 6 above, please contact [privacy@vaneck.com](mailto:privacy@vaneck.com).

## 8. **Changes to this Notice**

VanEck reserves the right to change this Privacy Notice. When we update this Privacy Notice, we will notify you of changes that are deemed material under applicable legal requirements by updating the date of this Privacy Notice and providing other notification as required by applicable law. We may also notify you of changes to the Privacy Notice in other ways, such as via email or other contact information you have provided.