



Position: Director, ETF Strategist – RIA Channel
Legal Entity: VESC
Business Unit(s): U.S. Sales
Location: Flexible on location
Department: ETF Distribution
Reporting to: Managing Director, Head of RIA Channel
FLSA Status: Exempt

Summary: The ETF Strategist is responsible for initiating coverage and supporting ETF producers within the RIA channel. This role involves working collaboratively with the six regional wholesalers and provides national support across all regions.

Essential Duties and Responsibilities:

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

- Support the development and execution of the ETF business plan for the region, incorporating a segmented business approach by client type, opportunity, and geography.
- Partner with regional wholesalers to conduct joint meetings, both live and via video conference focusing on ETF opportunities and client engagement.
- Collaborate with wholesalers to raise and retain ETF assets within the territory, serving as the primary resource for ETF related follow up.
- Maintain and enhance expertise in ETF fundamentals to provide high-value support and insights.
- Employ a consultative sales approach to effectively position the VanEck value proposition in collaboration with regional wholesalers.
- Act as a subject-matter expert on VanEck products, staying informed about existing offerings and new launches.
- Monitor the competitive landscape, maintaining a deep understanding of competitors and positioning.
- Assist in aligning VanEck ETFs with client platforms, themes, and strategies to support wholesaler efforts.
- Represent VanEck at regional industry conferences as appropriate.

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

Qualifications

- Highly developed communication skills, both written and verbal, with the ability to present complex investment material to clients effectively.
- Strong analytical skills and a detail-oriented mindset, capable of understanding and articulating financial market nuances.
- High work ethic, self-motivation, and reliability, with a demonstrated drive to succeed in a fast-paced environment.
- Organized and adaptable, with strong technical and problem-solving skills.
- Ability to travel extensively on a national basis.

Education and/or Experience

- Bachelor Degree preferably in Finance, Economics, or related discipline.
- Minimum of 5 years of relevant experience in financial services, with exposure to ETFs or related capital markets functions (e.g. agency or principal trading, capital markets desk, or index provider).
- Series 7 and 63 licenses required.
- Technical proficiency, including investment acumen and strong understanding of financial markets and products.
- CIMA or CFA preferred but not required.

Competencies

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

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

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