



Position: Digital Marketing Manager – Front End Developer

Legal Entity: VESC

Business Unit(s): Marketing

Location: New York, NY

Reporting to: Head of Digital Marketing

FLSA Status: Exempt

Summary: The Digital Marketing Manager possesses a unique set of technical, marketing, and communications skills that help VanEck to develop and implement our e-business initiatives. They work closely with a team of Marketing and IT professionals responsible for VanEck's digital presence. This team services the business development and marketing needs of the organization, which includes three international offices; eight separate distribution channels; and more than 70 separate investment products.

They will interact with all levels of staff, including senior management. They are flexible, self-motivated, responsible, hardworking, and comfortable working independently or with a team, and is able to work under pressure and meet fast-changing deadlines. They should express a professional interest and/or opinions in current digital trends and technologies as they relate to web and email marketing.

Essential Duties and Responsibilities

Includes the following, other duties may be assigned as needed

- Partner with stakeholders and IT on wireframes, and/or prototypes to build webpages to standard
- Front end development of email and web templates to establish a standard pattern library
- Develop functional web- and mobile-based applications based on requirements and best practices
- Support website maintenance and enhancements, as needed
- Use a combination of markup languages to develop web pages and email templates
- Write functional requirements documents and specifications, as needed
- Create quality mockups and prototypes on tight timelines
- Assist back-end developers with coding and troubleshooting, as needed
- Create cascading style sheets (CSS) that are consistent across all browsers and platforms
- Develop and implement mobile friendly, fully responsive website and email templates, which are adaptive for new technology for future years
- Help with the training of internal marketing staff on email and web best practices around templates and potential new functions and feature that support the promotion of VanEck funds and insights
- Keep current on emerging web technologies through relevant blogs, listservs, training and conferences.
- Partner with IT to assess and develop functions and features within email and web applications

Supervisory Responsibilities

This job has no immediate direct supervisory responsibilities at this time. Indirect resource coordination and mentoring may be needed on occasion.

Experience/Qualifications

- Education: Four-year college or equivalent education and experience. A degree in Computer Science / Programming or related fields.
- Prefer 5 years of experience in digital media, within the financial services mutual fund or ETF arenas.
- Expert knowledge of web programming and coding including HTML, XML, ASP, Bootstrap, Advanced CSS media queries, JavaScript, jQuery, APIs, SQL, CGI, XSLT and W3C standards.
- Programming in .Net, MVC5, required.
- Experience with working with Responsive Web Design (RWD) for supporting both desktop, tablet and mobile browsers.
- Working knowledge with Google Analytics and Google Tag Manager.
- Working knowledge of the EPiServer content management system and Marketo email marketing automation tool or leading CMS and MAP software, highly desired.
- Strong verbal/written communication skills, attention to detail and quality assurance of work.
- Proven ability to partner with coworkers, build consensus and work effectively within a cross-departmental team. Ability to interact with all levels of staff and clients, required.
- Proficiency with Microsoft Office software programs (Word, Excel, PowerPoint, etc.).
- A basic aptitude for multimedia file creation and manipulation with software fluency with Flash, Illustrator, InDesign, and Photoshop is a plus.
- Must be comfortable working in a deadline-driven environment with changing priorities; self-sufficient while being detail-oriented and motivated to excel.
- Ability to project manage exceptionally well and communicate progress to the Senior Digital Marketing Manager and/or Head of Digital Marketing, as needed.
- The ability to troubleshoot and resolve unexpected design, programming, integration and functional issues quickly and efficiently, and to work both in a team and independently on high priority assignments is essential.
- Well organized with strong analytic and problem-solving skills and be able to contribute to “big picture” strategic plans regarding site usability, navigation, content management, adoption of new technologies.
- Experience in the ETF/mutual fund or a related financial services industry, with a focus on web and email development. Digital marketing is a plus.

To be considered for this opportunity, please submit your resume to careers@vaneck.com