



BNY MELLON

**Job Description
Specialist, Marketing Automation
(New York City)**

BNY Mellon Investment Management is one of the world's leading investment management organizations and one of the top U.S. wealth managers. Our business encompasses BNY Mellon's affiliated investment management firms, wealth management organization, and global distribution companies. Our goal is to build and deliver investment and wealth management strategies and solutions to meet our clients' needs. Drawing on deep expertise, we collaborate with our clients to tailor our best ideas and resources to meet their specific requirements. Through our global network we have developed a significant understanding of local requirements. We pride ourselves on providing dedicated service through our teams. With extensive experience in anticipating and responding to the investment and financial needs of the world's governments, pension plan sponsors, corporations, foundations, endowments planned giving programs, advisors, intermediaries, individuals and families, and family offices, BNY Mellon Investment Management can help our clients reach their goals.

The Role:

We are seeking a Specialist, Marketing Automation for our North American Distribution business. The North America Distribution Team of BNY Mellon Investment Management focuses on connecting with and providing a wide range of solutions for the complex needs of clients including financial advisors, professional buyers, registered investment advisors, family office representatives and retirement specialists.

Responsible for the delivery of marketing automation and email deployment initiatives for BNY Mellon Investment Management, including delivery of targeted email marketing materials to support Distributed Sales initiatives, new product launches, and track overall email performance using marketing automation tools (Marketo, Adobe, etc.). Contribute toward all aspects of Email marketing communication from setup, to testing, to launch, to post deployment analysis, and to optimization. Also responsible for working with other team members in marketing to plan and execute multiple email campaigns daily under rigorous deadlines in a fast paced environment.

Implements marketing projects in support of the firm's key strategic initiatives and business goals in addition to day-to-day support of brand awareness, client acquisition, client and employee engagement. Applies strong writing and communications skills. Cultivates collaborative relationships with internal and external resources to support activities. Provides technical guidance, as needed. Contributes to the development and implementation of annual marketing and communication and results measurement. Establishes good working relationships with internal teams. Collaborates with business partners to help formulate decision criteria. Keeps abreast of industry/segment trends, market climates and competitive activities, to recommend ways to leverage opportunities among colleagues. Adheres to policies and procedures and is familiar with company practices. May lead special projects/ initiatives for the function or business unit. Acts with a clear sense of accountability supporting functional or business initiatives. Proactively identifies obstacles and recommends solutions. No direct reports, may provide guidance to less experienced staff or project leadership on a limited basis. Manages to approved budget, submits expenses.



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Basic Qualifications:

- Bachelor's degree or the equivalent combination of education and work experience required.
- 5-7 years of related experience preferred; experience in the securities or financial services industry is preferred.

Preferred Qualifications:

- Expert on e-mail marketing best practices, technologies, trends and GDPR, CAN-SPAM laws
- Proven recent experience proficiently working with marketing automation or ESP tools such as Marketo, Eloqua, Adobe, etc.
- Experience in A/B and multivariate test design, execution and analysis
- Expertise in email programming (HTML) and production project management (EM delivery)
- Experience producing email programs for investment products such as mutual funds, SMAs, CEFs, ETFs
- Data-driven individual with emphasis on test-learn-refine and high attention to detail
- Experience in project management and written and oral communications skills