

Marketing

Positions available in: Americas, Europe, and Asia Pacific

Together, we help more and more people experience financial well-being.

In particular, our Marketing team builds our brands, grows our company and solves client needs.

What does our business do?

Global Marketing develops strategies that grow our brands and company purpose to drive profit, builds relationships with both existing and new clients, and strives to solve systemic client needs in key areas across the firm.

Our team is known for:

- Being thought leaders in the financial marketing space
- Developing and reinforcing iconic, empathetic, and consistent BlackRock brands
- Re-imagining how BlackRock can engage with clients through experiential storytelling and data-driven insights

Our business covers six pillars:

Insights & Analytics

Develops frameworks and conducts deep dives into marketing data to help marketing and sales better address the needs of our clients

Experiential

Builds memorable experiences in a world starved of time and attention

Strategy

Builds and activates BlackRock's brands with an eye toward generating growth

Content

Seeks to communicate BlackRock's truths through phenomenal storytelling

Operations

Drives efficiency and integration within BlackRock's businesses

Digital

Builds frequent, habitual relationships with our customer base

We partner with:

- **Internally:** Company spokespeople, across several teams, to communicate about our solutions, capabilities and expertise
- **Externally:** Members of the press to ensure fair and accurate coverage of BlackRock

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What will you do as an analyst?

- Support the delivery of key marketing projects, including business briefings, strategic development, proposed solutions and recommendations, presentation of work, through to implementation.
- Proactively identify opportunistic and innovative ideas to take advantage of new technologies, trends and current events.
- Apply creative thinking to sophisticated business problems.
- Develop key technical skills and knowledge of BlackRock's core businesses.

What capabilities are we looking for?

- Critical thinking
- Multitasking
- Relationship management
- Research skills
- Writing skills

Your learning & development will include:

- Learning the fundamentals of media relations
- Understanding how to tailor a message to different audiences
- Researching and compiling meaningful media clips
- Preparing spokespeople for media interviews