

Marketing

Positions available in: Americas, Europe, and Asia Pacific

Together, we help more and more people experience financial well-being. In particular, our Marketing teams build our brands, grow our company and solve client needs through compelling global and localized content, events, digital experiences and storytelling.

What does our business do?

Marketing builds the portfolio of BlackRock brands through industry-leading marketing that is globally cohesive, regionally relevant and commercially impactful.

Our team is known for:

- **Being thought leaders** in the financial marketing space
- **Building partnerships** with stakeholders in and outside our firm
- **Developing data-driven insights** to measure the effectiveness of our marketing activities
- **Building and reinforcing iconic and consistent BlackRock brands**
- **Re-imagining how BlackRock can engage with clients** through experiential storytelling, events and digital content/platforms

Our business covers six pillars:

Marketing at BlackRock is delivered across two primary axes:

- **Regions** (to be close to local clients, markets and competition)
- **Global commercial priorities** (to drive cohesive global product segment narratives)

Brand, Strategy & Activation

Transforms our brands into action with clients, employees and society; drives growth through innovative marketing approaches

Content & Media

Develops, produces and distributes high-quality, engaging shareworthy content

Digital Platforms & Experiences

Develops a consistent and scalable digital experience across platforms

Global Creative

Makes engaging, visually appealing brand experiences

Research, Analytics, and Data

Delivers data-driven insights inside and outside of BlackRock

We partner with:

- **Internally:** Corporate Communications, Corporate Strategy, Investment Departments and Client Departments
- **Externally:** Creative & Media agency partners, clients and key external stakeholders

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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 business.

What capabilities are we looking for?

- Critical thinking
- Relationship management
- Research skills
- Willingness and eagerness to learn new concepts and develop skills
- Writing skills

Your learning & development will include:

- Daily learning sessions with senior marketing and communications leadership to learn about our function in BlackRock
- Workshops with internal partners to learn about BlackRock's lines of business and firm priorities
- Social and mentoring opportunities
- Developing an understanding about how marketing functions work with agency partners
- Strengthening skills to tailor messages to different audiences