

Marketing

Positions available in: Americas, Europe, and Asia Pacific

What does our business do?

The Marketing team at BlackRock is a dynamic, global function that plays a critical role in helping drive many of the firm's most urgent cross-functional initiatives. Together with our partners (both internal and external), we create the conditions that maximize business outcomes for the firm.

We specialize in a diverse range of functions to provide robust campaigns, advertising, communications, training, investment & educational material, and events, all supported by global centers of excellence spanning content strategy, research & analytics, and digital platforms & experiences.

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 five 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

Digital Platforms & Experiences

Develops a consistent and scalable digital experience across platforms

Research, Analytics, and Data

Delivers data-driven insights inside and outside of BlackRock

Content & Media

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

Global Creative

Makes engaging, visually appealing brand experiences

We partner with:

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

Marketing

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
- Communication skills (written and oral)

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