

Marketing & Corporate Communications

Positions available in all regions: Americas, APAC & EMEA

Teams you may be considered for:

It is possible that you will be evaluated for opportunities with teams other than those listed below.

Marketing

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 their partners (both internal and external), they create the conditions that maximize business outcomes for the firm.

They 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.

Corporate Communications

Corporate Communications works to develop compelling communications programs that enhance the firm's culture, drive growth, strengthen our reputation and build our brand.

The External Communications team acts as the liaison between BlackRock spokespeople / the company brand and the media.

The Internal Communications team plays a key role in improving the employee experience by providing targeted, relevant and engaging content to global employees via BlackRock's internal communications channels, such as firmwide emails, newsletters and events.

This function is known for:

- Being thought leaders in the financial marketing space
- Building partnerships with stakeholders inside 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
- Managing BlackRock's media relations, issues and crisis communications, strategic messaging, executive communications, corporate affairs and employee communications
- Driving BlackRock's business priorities and growth initiatives by promoting BlackRock's capabilities and expertise
- Improving the employee experience by connecting our people to BlackRock's purpose, strategy and principles
- Advising business leaders and teams across BlackRock, providing strategic and effective communications counsel

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What will you do as an Analyst?

In Marketing:

- Support the delivery of key marketing projects, including business briefings, strategic development, proposed solutions and recommendations, and 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

In Corporate Communications, depending on your business area of focus, your role may include:

- Media relations activities, including building and maintaining media lists, monitoring news regarding BlackRock, managing media inquiries and assisting with spokesperson coordination
- Writing and editing materials to produce engaging content
- Supporting the rollout of communications strategies to deliver BlackRock content to internal and external audiences through a multi-channel approach
- Special assignments to enhance the communications and engagement program and infrastructure

What capabilities are we looking for?

- Critical thinking
- Relationship management
- Research and analytical skills
- Willingness and eagerness to learn new concepts and develop skills
- Communication skills (written and verbal)
- Research and analysis
- Interest in storytelling, the news and current events
- Multi-tasking
- Project management

Your learning & development will include:

- Participating in 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 of how marketing functions work with agency partners
- Strengthening skills to tailor messages to different audiences
- External communications: Learning the fundamentals of media relations; researching and compiling meaningful media clips; preparing spokespeople for media interviews
- Internal communications: Learning the fundamentals of employee communications and engagement; applying smart brevity to craft engaging content; analyzing metrics to understand content performance; supporting firmwide and/or targeted events