

Product Marketing

Positions are available in all regions: Americas, Europe and Asia Pacific

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 inside and outside our firm
- **Institutional-quality, client-relevant content** by producing messaging and develop value proposition for BlackRock products, platforms, and capabilities to attract new business
- **Contextual positioning** and delivering in-depth product analysis, incorporate competitive information, and explore industry trends
- **Client centric product development and data-driven insights** to measure the effectiveness of our marketing activities

Our business covers seven 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)

EII Marketing

BlackRock is the largest exchange-traded fund (ETF) and index investments provider. As a business, we develop, analyze and manage ETFs and Index Investments that track most major indices, providing clients with access to markets around the world.

Active Product Strategy

Operating across Equities, Fixed Income, Multi-Asset and Alternative asset classes, this team makes active decisions to generate superior returns for clients through fundamental research into companies and consideration of the macroeconomic environment.

Alternatives

The Alternatives Marketing team partners across BlackRock Alternatives teams and global marketing channels to ensure seamless execution of content-led, client-marketing activity.

Aladdin

The Aladdin Product Marketing team is responsible for driving adoption and engagement in our products by defining our commercial narrative and positioning, supporting the business development process, promoting product features and influencing the product roadmap.

US & Canada Marketing

The U.S. and Canada Institutional Client Business (ICB) Marketing team's mission is to embrace innovation and deliver diverse perspectives to help institutional clients (pensions, endowments, family office, foundations and other B2B organizations) navigate markets and overcome their challenges so they better serve their constituents.

U.S. Wealth Advisory

The USWA Product Marketing team's mission is to focus on content and messaging excellence that embraces a digital-first approach, from sales enablement to scaled marketing to accelerate commercial priorities through high-growth platforms and advisor-centric narratives.

U.S. Retirement Group

A specialized team focused on providing retirement solutions to institutional and retail clients.

Product Marketing

Our team partners with:

- **Internally:** We work with Sales & Relationship Management teams and Portfolio Managers
- **Externally:** Creative & Media agency partners, clients and key external stakeholders

What will you do as an Analyst?

- Support positioning and narratives for BlackRock's products through written and digital mediums.
- Partner with key stakeholders (investment teams, relationship managers, marketing, legal) to position and deliver product content for client and internal communications
- Develop deep understanding of financial markets and BlackRock products with the goal of providing insights and ideas for products.
- Identify industry, Advisor and client trends to create a differentiated and impactful BlackRock experience for investors.
- Optimize content by extracting insights from analytics and partnering with internal and external stakeholders to continuously improve.
- Assist with strategic business and platform development initiatives

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 oral), be adept at writing clearly and effectively
- Pro-active, self-starter with ability to organize, prioritize and execute multiple projects across multiple stakeholders simultaneously, in a deadline-driven environment

Your learning & development will include:

- Daily learning sessions with senior marketing and communications leadership to learn about our function in BlackRock.
- You will join daily market-related updates, learning about how our products trade and react to market events.
- Workshops with internal partners to learn about BlackRock's lines of business and firm priorities.
- Strengthening skills to tailor messages to different audiences.