



# DIGITAL MARKETING

## (Marketing)

### About us

Invast Global is a specialist multi-asset prime broker based in Sydney, Tokyo and Cyprus. The company specialises in providing innovative prime services to hedge funds, asset managers, proprietary trading firms, other brokerages, and banks. As a world-leading boutique investment bank, we are constantly in search of hungry people to join the team and challenge the status quo. We want dreamers and doers who are ready to hit the ground running.

### Why join us

- Remuneration - Invast Global offers a highly competitive base salary along with Short Term Incentive Schemes - which includes quarterly cash bonuses.
- Flexibility - We want to hire the best talent in the industry. To attract the best, we have embraced a flexible work culture.
- Career development - We don't just want to hire the best talent; we want to train them to be even better. Career development is a priority to you – so it's a priority for us.
- Unique workplace - Our Sydney office is nearby public transport & secure parking. The building boasts panoramic views across Sydney Harbour from our Wintergarden break out area.

### About the role

Develops strong and innovative digital marketing strategies, using SEO, PPC, and other techniques to drive traffic to company pages and generate interest in company products and services. Creates engaging written, graphic, and video content while staying up-to-date on latest marketing technologies and social media.

### Key duties and responsibilities

- Plans and executes all web, SEO/SEM, database marketing, email, social media and display advertising campaigns.
- Strong experience with the google suite - Google Ads/Google Analytics/Google Tag manager.
- The ability to produce and setup Google Ad campaigns and provide maintenance throughout the duration of live campaigns.

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Sydney | Tokyo



## Digital Marketing Continued...

- Designs, builds and maintains our social media presence.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends, insights and optimizes spend and performance based on the insights.
- Brainstorms new and creative growth strategies through digital marketing.
- Plans, executes, measures experiments and conversion tests.
- Collaborates with internal teams to create landing pages and optimize user experience.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Identifies critical conversion points, drop off points and optimizes user funnels.
- Collaborates with agencies and other vendor partners.
- Evaluates emerging technologies.
- Provides thought leadership and perspective for adoption where appropriate.

## About you

- Degree in Business Studies, Marketing, Commerce, Communication or equivalent degrees.
- Minimum of 3 years' experience in Marketing roles.
- Moderate understanding and experience with Salesforce CRM.
- Experience in a financial services environment could be an advantage.
- Strong communication and collaborative skills.
- Active learner with the ability to continually stay on top of the latest Marketing trends and application updates.
- Strong experience with mass marketing email systems (Campaign Monitor/Mail chimp).

## How to apply

To apply for this role, include your resume and cover letter outlining why you are perfect for this role.

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