

Rafferty Asset Management (known commercially as [Direxion](#)), a leading provider of exchange traded funds (ETFs) and mutual funds, is currently seeking a **Digital Marketing Executive**. Direxion is a Dynamic, rapidly growing financial powerhouse at the forefront of the ETF revolution since 1997, and is a leader in derivative-based ETFs that provide strategic and tactical opportunities for active traders and investors.

## **Digital Marketing Executive**

### **Position Overview**

We are looking for an experienced and result-driven Digital Marketing Executive to join our dynamic marketing team. This leader will be responsible for creating the vision and strategy for the digital marketing team that will help Direxion continue to grow its brand awareness and continue to establish and nurture meaningful digital relationships with all target audiences. The ideal candidate will have passion for digital marketing technologies and will use this passion to effectively lead the team through the day-to-day execution of the strategy.

### **Responsibilities**

- Build, plan, implement and manage the overall digital marketing strategy
- Implement this strategy using the industries best practices and technical tools to capture the attention and build brand and product awareness among the retail investor/traders and financial professional segments
- Remain current with the latest digital marketing technology and best practices and consider implementation of any innovations that promise to enhance the firms marketing effectiveness
- Monitor the activities of competitors and assess for impact and potential strategic or tactical shifts
- Lead the team tactically using state of the art marketing platforms and CRM systems and establish an effective reporting and analytics process
- Develop and employ strategies to collect critically important 1<sup>st</sup> party data
- Use 3<sup>rd</sup> party and collected 1<sup>st</sup> party data to help guide future strategic decisions and improve tactics towards more successful outcomes
- Establish and measure critical KPIs and ROI
- Work with other marketing team members to manage and improve online content, considering SEO and Google Analytics
- Manage and train all team members
- Motivate the digital marketing team to achieve goals

## Qualifications

- 5 years of experience as a Digital Marketing Executive
- 10-12 years of experience in developing and implementing digital marketing strategies
- Possess a strong working knowledge of the most effective digital marketing strategies, and how best to implement them in a retail investor and advisor focused financial services environment
- Have a good working knowledge of marketing automation platforms such as Eloqua, Marketo, or the like, CRM platforms, and analysis tools such as Google Analytics
- Strong working knowledge of social media strategies, advertising executions and web design
- Ability to read, analyze, and interpret data to learn from past successes or failures and implement tactics to seek continual improvement
- Sense of ownership and pride in your performance and its impact on a company's success
- Critical thinker with excellent problem-solving skills
- Strong team player and motivator
- Great interpersonal and communication (both written and verbal) skills
- BA/S degree in marketing, digital technologies or other relevant field
- Masters level degree, a plus

Located in the Seaport District in the heart of Boston's tech and financial centers, Direxion offers a competitive compensation package with national medical benefits, dental, disability insurance, life insurance and a 401(k) retirement plan with company match.

Please send Resume to:

Andy O'Rourke ([orourke@direxion.com](mailto:orourke@direxion.com))