

## Marketing – Associate / Assistant Vice President

### Description

iCapital is looking for a talented Marketing Associate to support the Head of Marketing & Communications International in driving iCapital's brand awareness globally with a special focus on EMEA, APAC and LATAM;

This role provides the right candidate with a chance to demonstrate creativity and operational excellence. The ideal candidate has 3-5 years of relevant experience in marketing and communications across the full spectrum of channels. Additionally, the candidate shows strong project management skills, can handle numerous complex tasks simultaneously, knows how to prioritise, has strong communication and interpersonal skills and enjoys interacting with a variety of different stakeholders. In addition, the candidate is experienced in the financial industry and can ensure strict adherence to marketing materials to applicable guidelines and regulations.

### Responsibilities

- iCapital's rapid global expansion creates the opportunity for a motivated and highly professional individual to join the Zurich-based team, reporting to iCapital's Head of International Marketing & Communications, also based in Zurich.
- In addition, the candidate will collaborate closely with the Client Solutions, Product and Legal & Compliance teams in the respective regions, the US-based channel marketing teams, as well as the external Public Relations agencies.
- Together with the Head of Marketing & Communications International, the candidate will develop a comprehensive program to drive brand awareness globally and execute iCapital's International marketing plan by implementing impactful brand activation initiatives across markets and channels.

### Qualifications

- Solid academic credentials in Marketing or Project Management
- 3-5 years of work experience in marketing and/or project management in the wealth and asset management industry
- Confident, empathic, and collaborative personality with orientation to detail
- Excellent writing and editing skills
- Ability to work independently
- Flexible and solution-oriented personality with the ability and willingness to work in a truly fast-paced environment
- Knows how to prioritise projects
- Stress resistant
- Availability to international travelling from time to time
- Multi-lingual: English and German fluent is a must; Italian, Spanish or French are a plus

### Hiring organization

iCapital

Founded in 2013 in NYC, iCapital is the leading global fintech company powering the world's alternative investment marketplace. It has transformed the way the wealth management, banking, and asset management industries facilitate access to private markets investments for their high-net-worth clients by providing intuitive, end-to-end technology and service solutions.

Wealth management firms use iCapital's solutions to provide clients with quality funds at lower minimums and simplified digital workflows. Asset managers, RIAs, and banks leverage iCapital's technology to streamline and scale their alternative investments operational infrastructure. Additionally, the iCapital 'flagship' platform offers wealth advisors and their high-net-worth clients access to a curated menu of private equity, private credit, hedge funds, structured notes, and other alternative investments to help meet their investing needs for return and diversification. iCapital's research and diligence team offers robust analysis alongside the firm's extensive suite of advisor education, compliance, portfolio management, and portfolio analytics tools and services.

iCapital has been recognized on the Forbes FinTech 50 list in each year 2018 through 2022, the Forbes America's Best Startup Employers in 2021 and 2022, and MMI/Barron's Industry Awards as Solutions Provider of the Year in 2020 and 2021. As of May 31, 2022, iCapital services more than

\$130 billion in global client assets, of which more than \$30 billion are from international investors (non-US Domestic), across more than 1,000 funds. Employing more than 800 people globally, iCapital is headquartered in NYC and has offices worldwide including in Zurich, London, Lisbon, Hong Kong, Singapore, and Toronto.

**Employment Type**

Full-time

**Job Location**

Zurich, Zurich, Switzerland

**Date posted**

November 23, 2022

APPLY