



Marketing Analyst / Senior Marketing Analyst

Nodal Exchange, the largest power futures exchange in North America, is a derivatives exchange providing price, credit and liquidity risk management to participants. Nodal Exchange is a leader in innovation, having introduced the world's largest sets of environmental and electric power futures and options contracts. All transactions on Nodal Exchange (power, environmental and natural gas) are cleared through its wholly owned subsidiary, Nodal Clear, using its award-winning portfolio margining methodology. As leaders in innovation, Nodal Exchange and Nodal Clear have built in-house most of the trading and clearing platforms that fuel our business. Nodal Exchange is part of the EEX Group which is in turn part of the Deutsche Börse Group.

We are now looking for talented, innovative individuals to join our team in Tyson's Corner, VA (DC Metro area) – hybrid work environment.

Primary responsibilities include:

Marketing Analyst / Senior Marketing Analyst

This position will be reporting to the Chief Marketing Officer.

- Works with and provides strategic and operational support for CMO across many areas of marketing including branding, corporate communications, advertising, events, and facilities design - with a particular focus on digital, social media, and internal communications
- Manages day-to-day social media initiatives and activity for Nodal across social media platforms including LinkedIn and Twitter, and monitors and assesses additional opportunities including Instagram, Facebook, YouTube and others
- Monitors incoming communication and direct messages to social media channels
- Monitors EEX Group and collaborator social media to re-promote and / or respond
- Responsible for developing monthly content calendar, creating and scheduling social media posts and ensuring successful publication of all content
- Responsible for development and implementation of creative campaigns and cross-channel content for the social media channels
- Works with various internal and external stakeholders to develop social & digital media content and present results
- Assists with execution of various digital marketing tactics including website, newsletter & email development
- Responsible for success measurement, reporting and optimization of social media measures, as well as monitoring trends

- Responsible for creation and implementation of events and communication for internal communication
- Develops content and text for the internal communication channels and the EEX Group intranet

Requirements:

- Bachelor's degree or higher in Marketing, Business, Communications or similar discipline
- Minimum 2 – 4 years of experience in marketing or related area
- Understanding of customer needs and services provided to them
- Strong communication skills and experience in customer service
- Direct contact with customers as well as internal and external stakeholders
- Independent, organized, and structured work style
- Able to work onsite during normal business hours

Physical requirements:

- Ability to work regular full-time business hours onsite in Tysons Corner office (hybrid)
- Prolonged periods of sitting and/or standing at a desk
- Must be able to lift 15 pounds at times

What We Offer Our Employees:

- A collaborative workplace culture where we value your contributions and ideas
- A comprehensive benefits plan which includes, but not limited to immediate access to low-cost health insurance plans (highly company subsidized with an employee cost as low as \$10/month), a retirement savings plan with a competitive company match, and PTO that includes vacation, holidays, floating holidays, and unlimited sick leave, and company-paid life and disability insurance
- Contemporary workspaces designed to inspire innovative thinking in a fun, relaxed environment
- Catered weekly breakfast and lunch
- Free full-service gym access onsite
- Workplace flexibility - we value work/life balance, designed to fit your team, and your and your family's needs

Nodal Exchange, LLC does not discriminate on the basis of race, color, religion, sex, gender, sexual orientation, gender identify or expression, pregnancy, parental status, marital status, citizenship, national origin, age, disability, genetic information, military status, veteran status, physical or mental health, hairstyle historically associated with race, or any other characteristic protected by federal, state or local law with respect to recruitment, hiring, training, promotion, or in any other terms and conditions of employment. Nodal Exchange is an E-verify participant.