



## SASIG Events

# Business Development Marketing Executive

### About us

The Security Awareness Special Interest Group (SASIG, [www.thesasig.com](http://www.thesasig.com)) is a subscription-free members-only networking forum established by Martin Smith MBE in 2004. It has developed into a leading and credible voice for UK cybersecurity professionals across all industries. Our events provide an environment that is hugely respected and trusted, allowing our members to engage with each other in a spirit of openness and to share, understand and stay connected on all matters of cybersecurity.

We hold over 35 events each year, all free for delegates to attend, most within London but some in other UK cities as well as across Europe. These each regularly attract 50 - 200+ delegates depending on the subject matter. SASIG is growing at a phenomenal rate; we expect some 3,200 professionals to attend an event this year, a 35% increase from last year. Our members are drawn from CIOs, CROs, CSOs, CISOs, SIROs, DSOs and their staff with responsibility for cybersecurity within their organisations. Professionals from other disciplines (risk, HR, legal, supply etc.) and representatives from government, law enforcement and academia are also being increasingly welcomed at our events. Membership now exceeds 4,000 individuals, representing some 1,500+ prominent organisations from the financial, insurance, legal, high-tech engineering and government sectors amongst others, including most FTSE 100 companies. We are proud to be especially accessible to those many smaller organisations who need cybersecurity help, counsel and advice but don't have access to huge resource or budget.

Our programme is designed to reach further audiences, discuss the current topics within cybersecurity, drill down into specific industry issues and support regions across the UK. By doing so, we aim to direct professionals towards solutions, inform them of growing trends and identify risks and threats for the future.

As our new Business Development Marketing Executive, you will work closely with the team in promoting all of our activities and growing our thriving company. We're looking for a proactive, ambitious person with 2 - 5 years' business development, marketing or client relationship management experience, someone who is excited by the opportunity to work alongside many important global organisations and stakeholders, and learn more about the exciting and fast-moving cybersecurity world of today.

## About the role

It will be your job to create and develop the business development and marketing strategy for SASIG and its events, including the brand of the Owner. Through the following activities, you will increase awareness of SASIG within the cybersecurity industry, drive traffic to our website, grow our membership and promote attendance to our events.

### CRM

- Clean CRM data weekly, identify and process duplicates, unsubscribes, bounces and obsolete memberships. Research movers and new members through LinkedIn and other sources, follow-up by email. Report monthly on CRM activity
- Research and identify new methods to classify and understand our CRM data to better understand our members and their needs

### Intelligence

- Research and identify new business opportunities by consulting members to understand their needs, their views on our events and topics they would like covered, and their general opinion of SASIG, also collating feedback for promotional use
- Monitor online news traffic on SASIG, the Owner and team members

### Partnerships

- Build excellent relationships and contra agreements with other cybersecurity, marketing, PR, media and event partners to collaborate and further promote our activities through their networks, promoting external speaking opportunities for the Owner

### Marketing

- Manage the marketing plans for our events, including the Cyber Security Connect UK conference. Research and recommend topics for the Owner's blog posts
- Coordinate and maintain the content calendar for the website, marketing emails and social media, liaise with the team to keep up-to-date
- Owning and ensuring adherence to SASIG's brand guidelines

### Website

- Produce, quality-check, publish and update fresh and creative quality content on our site, including that for our events, editorial, photos, the Owner's blog posts, video and podcasts
- Use CMS and SEO best-practice to optimise all content for organic search
- Analyse and report monthly on the usage of our website using Google Analytics and other data to understand performance and user journeys
- Launch optimised online advertisements (Google Ads, Facebook Ads) to increase brand awareness and oversee PPC campaigns, monitoring performance and ROI
- Review and develop quarterly the design and layout of our website and improve members' experience, also managing projects delegated to our website management supplier

### **Email marketing**

- Create, quality-check, coordinate and email members our event invitations and other marketing campaigns

### **Social media**

- Produce, quality-check and schedule daily fresh and creative content on social media (LinkedIn, Twitter and Facebook), including our events, industry news, articles of interest and reposting posts of trusted sources
- Liaise with event speakers to create their social media content where required
- Produce and achieve our social media strategy, promoting interaction with followers, analysing and reporting monthly on our social media activity

### **Other materials**

- Design, create and quality-check flyers, brochures and collateral as required

### **SASIG events**

- Attend events and post updates on social media, network for new business opportunities
- Support Event Administrators at events as needed by helping bring and return event equipment and delegate materials, preparing AV equipment and registering attendees
- Represent SASIG professionally, in line with the company values, maintaining the integrity of the brand

### **General**

- Adhere to organisational and legal regulations and processes, with a collective responsibility for the tidiness of the office and cleanliness of the kitchen

## **Your skills and experience**

You are the ideal person for this role if:

### **Essential**

- You have a passion for all things marketing and technology. You will be well-versed in the concepts surrounding digital marketing and how the internet can become a strong asset to securing growth.
- You have excellent knowledge across all digital marketing channels and experience with online marketing tools (including CMS, e.g. WordPress, Google Analytics and Google AdWords) and best practices (SEO)
- You have experience in using CRMs (e.g. Teamleader) and email marketing platforms (e.g. Mailchimp)
- You're highly proficient in using Microsoft Excel (sorting and analysing data, using functions and formulas, e.g. vlookup)
- You're proficient in using Microsoft Word (page design and formatting, mail merge) and PowerPoint (adding text, pictures, animations, sounds and slide transitions into presentations)

- You're well-presented and professional
- You're re an extremely articulate communicator, and there are tens of thousands of your words out there on the internet and in inboxes
- You write charming emails and have excellent interpersonal skills and phone manner
- You're naturally organised, with a thorough approach to your work and close attention to detail
- You're good at juggling tasks and reprioritising throughout the day
- You're a team player and can work with all types of people
- You're ambitious, have a desire to show initiative, open to feedback and learn quickly on the job
- You're dependable, stay calm under pressure and determined to achieve your goals
- You're happy working on your own and using your drive and initiative to solve problems, but you aren't shy about asking for help when you need it
- You have at least two years' experience in an office-based business development, marketing or client relationship management role

#### **Desirable**

- You have experience in a cybersecurity or information assurance role

### **Benefits**

SASIG is a family-owned business, currently formed of a team of four smart and enthusiastic professionals. Our benefits reflect that we want our staff to know how much we value them. We're incredibly proud that it is from our beautiful barn, in the tranquil Bedfordshire countryside, that we organise so many events that are so well-regarded by the cybersecurity industry. We are also very fortunate that we hold our events in prestigious venues of major corporations and institutions within London and other UK cities, as well as our annual Cyber Security Connect UK conference in Monaco.

Other benefits you'll enjoy when working for SASIG include:

#### **Holiday entitlement**

You will have 25 days plus bank holidays to relax, unwind and spend time with loved ones.

#### **Pension scheme**

All employees who meet the criteria set by the government are automatically enrolled into a workplace pension after three months.

#### **Childcare vouchers**

If you have children, then we can help you to save money on your childcare costs. Childcare voucher schemes are a government-led initiative designed to help support working parents. They are an alternative method of payment that you can sacrifice some of your salary to. You will save money as you do not pay Income Tax or National Insurance on the sacrificed part of your salary.

### **Cycle to Work scheme**

We are fully signed up to the Cycle to Work Scheme, meaning you can get a tax-free bike, saving anything from 32% to 42% of the cost. This works as a salary sacrifice scheme, where you can repay the value of your bike over several payments in a cost-efficient way, saving money on your tax and National Insurance payments.

### **Health and fitness**

If you're keen on fitness or just want to get into shape, you are welcome to join our pre-work summer tennis sessions or post-work running club. For more leisurely exercise, the village and surrounding countryside have ample opportunity for lunch-time walks.

### **Kitchen, drinks and treats**

We have a fully-equipped kitchen to use for preparing lunches, with free hot and cold drinks available to all staff. We also have treats and delights often stocked in the cupboard.

### **Seasonal fun**

We like to reward our employees at Christmas time, so on the day of our party, we close the office early and join our sister company, The Security Company, in a big family Christmas feast on the company.

### **Flu vaccinations**

When it gets to that time of year when the evenings are getting darker, and the cold and flu bugs are about, we arrange for all staff to have a flu vaccination.