



SASIG Events

Marketing Executive

About us

The Security Awareness Special Interest Group (SASIG, 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 cybersecurity matters.

- Pre-Covid, we held around 35 events each year, mainly within London, but also other UK cities and within Europe. These can each attract 50 - 200+ delegates.
- SASIG is growing at a phenomenal rate; before Covid, 3,200 professionals attended an event in 2019, a 35% increase from 2018.
- During the pandemic, we successfully moved entirely online in 2020 and presented a daily showcase of presentations, panel sessions and discussions to our membership.
- Since lockdown, we have held over 440 daily online webinars attended by over 28,000 visitors (representing more than 5,000 unique members).
- Following this highly successful period of transformative growth online, we are now emerging into a business model that mixes both online and in-person events.

Our members are drawn from 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. Our membership has doubled in the last two years to over 6,600 members, continuing to rise weekly. This represents some 2,000 prominent organisations from the financial, insurance, legal, high-tech engineering, and government sectors, 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 resources or budgets.

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.

About the role

Following a highly successful 24-months of transformative growth, we are looking to develop our industry-acclaimed brand further with the addition of a dynamic Marketing Coordinator.

Reporting directly to the Managing Director, you will be responsible for our marketing strategy. Working alongside the Events Coordination team, you will produce engaging content that develops our brand, increases awareness within our industry, drives traffic to our website, grows our membership and promotes attendance at our events.

An ability to multitask and prioritise will be essential, as will a proactive and ideas-driven approach with a creative mindset.

Job description

Campaign strategy

- Own, build and implement our marketing and social media strategy that engages the industry and increases our membership and event audiences
- Design targeted marcomms campaigns, set short- and long-term targets
- Measure and regularly report on performance and analytics of marketing activities

Content

- Manage marketing plans for each event, coordinate and maintain the content calendar
- Develop creative ideas for content
- Produce, edit and publish quality content on website, including editorial, photos and video
- Create innovative graphic designs and templates, quality-check assets and content for webinars, events and social media

Marketing

- Create, quality-check and coordinate regular email newsletters and event invitations
- Create email marketing campaigns, implement email optimisation and reflect industry best practices, including AB testing and personalisation
- Manage, design and regularly update promotional prospectuses

Website

- Produce, quality-check, publish and regularly update fresh and creative quality content on website, including events, industry news, editorial, graphics, video, blog posts and podcasts. Ensure content is engaging, up-to-date and fit-for-purpose
- Use CMS and SEO best-practice to optimise all content is optimised for search, monitor and review website SEO performance
- Analyse and report monthly on website usage, using Google Analytics to understand performance and user journeys. Plan and implement tracking to analyse digital activity
- Monitor and improve key performance indicators, reduce website bounce rate, increase dwell time and improve conversion rates
- Review and develop design and layout of website, improve user experience, manage website management supplier
- Manage build of a 12 - 18-month website redevelopment project

Social media

- Create, implement, evaluate and report on social media and campaigns (organic and PPC) to increase brand awareness and membership
- Produce, quality-check and schedule daily engaging content on social media, including events, industry news, articles of interest, reposts of trusted sources, graphics and video
- Engage with social media followers and interaction

Partnerships

- Build and maintain excellent relationships and contra agreements with other cybersecurity associations, marketing, PR, media and event partners to collaborate and further promote our activities through their networks
- Manage PR agency to promote further our activities through their media networks, quality-check and approve communications and press releases
- Manage AV agency to provide online event production and stream content from our in-person events
- Promote external speaking opportunities for owner

Software & platforms

- Knowledge, skills and experience with:
 - Microsoft Word, Powerpoint and Excel to advanced level
 - CMS (e.g. WordPress), social media management platforms (e.g.Hootsuite), graphics editor (e.g. Affinity Photo), audio and video editing (e.g. Descript) and Google Analytics
 - LinkedIn, Twitter, YouTube, Vimeo

Brand

- Own and ensure organisational adherence to brand guidelines and strategy
- Monitor the industry and improve our brand awareness

Events

- Attend events and post updates on social media, network for new business opportunities
- Support Events Coordination team at events as needed with event equipment and delegate materials, prepare AV equipment and register attendees

Your skills, knowledge and experience

This role suits someone with a passion for events and experience delivering successful event marketing campaigns with a commercial focus. You will be well-versed in digital marketing concepts and how the internet can become a solid asset for securing growth and a passion for the technology industry.

- **Ownership** - You recognise your own tasks and know when to involve and share with others. You have strong self-motivation and get the job done to the best of your ability
- **Leadership** - You professionally manage yourself. You're an extremely articulate communicator, with impact in your verbal and written communication - there are 10,000s of your words out there on the internet and in inboxes
- **Problem solver** - You're someone who loves to make things better, with an analytical mindset and critical thinking
- **Collaborator** - You're well-presented, professional and a team player who can work with

all types of people. You work effectively with colleagues to meet timelines and business KPIs, with the confidence to collaborate with key stakeholders internally and externally

- **Attention to detail** - You have excellent attention to detail, e.g. proofreading, spelling and grammar, producing a high level of work consistently in terms of quality and accuracy
 - **Innovator and efficient** - You have a creative mind with exciting ideas and superb design skills. You can execute tasks independently through great time management and prioritisation. You're great at juggling jobs and reprioritising throughout the day, working to and meeting tight timescales
 - **Encompasses technology** - You understand marketing-related technologies. You have an excellent knowledge across all digital marketing channels and strong experience with online marketing tools (CMS, e.g. WordPress, Google Analytics and Google AdWords) and an understanding of SEO principles and best practices, SEM, paid search and PPC
 - **IT proficient** in using Microsoft Word (page design and formatting, mail merge), PowerPoint (adding text, pictures, animations, sounds and slide transitions into presentations) and Excel (sorting and analysing data, using functions and formulas, e.g. vlookup)
- You'll have a degree or related qualification in marketing, communications, or a related field
 - Highly experienced in digital marketing roles, developing and implementing digital marketing strategies
 - Eligible to work permanently in the UK at the time of the application

Benefits

SASIG is a family-owned business, currently formed of a team of ten smart and enthusiastic professionals. Our benefits reflect that we want our staff to know how much we value them. We are very fortunate to hold our events in prestigious venues of major corporations and institutions within London and other UK cities.

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.

Eye tests

You'll be using computer screens regularly as part of your job role, so we'll help you look after the health of your eyes by covering the cost of your sight tests at the opticians.

Hybrid working

We encourage flexible working and allow staff to work from the comfort of their own home (when our in-person events are not taking place, of course!). We recognise that time and physical presence with the team is important, so ensure we also spend some days together to meet and collaborate in person for regular All Hands meetings.

Employee assistance programme

Employee wellbeing is a priority for us. Therefore we offer an Employee Assistance Programme that provides a wellbeing and counselling confidential advice line, including up to five counselling sessions for employees and immediate family members over the age of 18. There is also additional support, including wellbeing webinars and mini health checks.

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 will reimburse you the cost of your flu vaccination.

Lifestyle discounts

We have signed with Caboodle Technology to provide salary extras to our employees. These include instant discounts and money-saving vouchers on various lifestyle activities such as retail, hospitality, days out, cinema, travel, and many more. The platform also provides discounts on various UK gym memberships and private health and dental insurance.

Seasonal fun and team lunches

On the day of our party, we close the office early and enjoy a big Christmas feast on the company to reward our employees at Christmas time.

Furthermore, we often get together virtually or in-person and enjoy a team lunch on the company throughout the year.