



## Job Description

**Job Title:** Senior Field Marketing Manager EMEA

**Reporting to:** Marketing Director

**Location:** Remote; UK or Mainland Europe

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### **Job Purpose:**

To be responsible for improving revenue via brand, awareness building and lead generation. Responsible for running effective B2B, B2C and awareness campaigns across the EMEA region, building media partnerships and experimenting new marketing activity targeting SANS audiences (C-level and security practitioners) and growing SANS lists and reach.

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### **Main duties and responsibilities:**

#### **Strategic Responsibilities**

- Support the planning and execution of marketing strategies to drive SANS consumer value and growth across EMEA
- Support the development of regional marketing strategies and go to market plans; collaborating with the Marketing Team and the Sales Team to identify key areas of focus while leveraging the right mix of initiatives to achieve maximum impact.
- Update all strategic marketing plans by liaising with the Marketing Director, PR Director, and the Social Media Manager.
- Help support and drive the awareness and effectiveness of SANS Academy Training Programs in EMEA
- Align campaign efforts with the B2B Marketing manager to ensure consistency

#### **Operational Responsibilities.**

- Provide consultative support across SANS for all marketing communications activity.
- Work closely with the Sales teams across EMEA to share best practice and ensure B2C and B2B marketing activities are timely, relevant, localized and support business objectives.
- Originate and deliver outstanding marketing communications across multiple channels i.e., social, digital, advertising and more across EMEA.
- Help coordinate and plan external event activity across the EMEA region (events consist of workshops, seminars, trade events, Summits, community activity)
- Drive strategic campaign development as well as manage tactical day to day campaign deliverables, using insights and consumer intelligence to execute end to end campaigns.
- Analyse data from multiple sources to develop a deeper understanding of consumer behaviour and use the findings to enhance the consumer journey or experience.
- Leverage positioning, messaging, buyer personas, and other information to execute effective marketing campaigns and programs that focus on the development of Leads, MQLs, and SQLs.

- Work closely with the PR Manager to monitor the effectiveness of PR activities, media, and PR metrics to update the Marketing Director and the team on the effectiveness of the campaign.
- Liaise with colleagues to write and promote case studies where required.
- Provide literature support through advertising, brochures, and mail campaigns.
- Use Salesforce to create targeted and effective demand generation email campaigns to our audience in collaboration with the Sales teams.
- Build and forge an effective relationship with all creative agencies we work with to ensure seamless project delivery.
- Responsible of digital advertising for the EMEA region and ensuring we stay on budget and experiment with new advertising methods.
- In collaboration with Sales and the Marketing Team, maintain or enhance database quality, process data imports, and provide segmentation for marketing campaigns in compliance with GDPR laws.
- Create sales enablement materials in partnership with SANS Sales and Marketing teams, including presentation decks, sales flyers, and other communication materials.
- Collaborate cross functionally to ensure all teams are informed of up and coming campaigns and activities and report on campaign success, helping the team optimise and enhance campaign performance.

#### **People Management Responsibilities**

- Form key relationships with creative agencies.
- Work closely with the Marketing Team and the Sales team to encourage collaboration.
- Management of a team of 3 field marketeers (UK & Nordics/Europe/Middle East) and 1 Program Marketing Manager. Supporting them with their regional goals and collaborating with them to deliver regionalised campaigns.
- Work with the Field Marketing Director to define a hiring plan in accordance with regional priorities and growth

#### **Finance Responsibilities**

- Manage and monitor the EMEA Marketing budget.
- Provide cost projections on a monthly basis
- Liaise with the Marketing Director for approval and sign-off on all planned marketing activity in advance of expenditure.