



### **Job Description**

**Job Title:** PR Manager EMPAC

**Reporting to:** Marketing Director

**Location:** Swansea Office

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**Job Purpose:**

To be responsible for improving revenue via brand, awareness building and lead generation. Responsible for developing and executing an EMPAC wide media relations program for SANS with the goal of positioning SANS EMPAC as the absolute leader in Cyber Security training and certification. To provide communications counsel to leadership, helping to enhance the Company's success by applying proactive and reactive communications strategy, including crisis communications.

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**Main duties and responsibilities:**

**Strategic Responsibilities**

- Providing strategic PR counsel and guidance whilst determining PR priorities across the regions.
- Support the execution of SANS EMPAC PR strategy and media relations programs.
- Using global monitoring systems to measure and report on media engagement success and proactively suggest projects and strategies for continual program improvement.

**Operational Responsibilities**

- Partnering with regional sales and marketing leadership to develop plans that deliver PR and social programs to support regional objectives.
- Developing regional PR plans, working with the PR agencies in regions in getting the SANS name and content out to the press and positioning not just our SANS spokespeople but also our local SANS instructors as key experts.
- Working with the PR agencies in the regions and marketing to track plans and progress on a quarterly basis.
- Serve as a primary, day to day lead for our public relation agencies and coordinate all internal activity for public relations programs and media requests.
- Ensuring that all agencies and team are aware of key messages, corporate positioning, stay on brand and make sensible decisions about issues response.
- Managing and preparing spokespeople to improve media engagement and share key opinions and talking points.
- Maximizing brand presence on various channels.
- Analyse, track and report on all SANS media coverage across online, print and broadcast.
- Monitor cybersecurity industry trends, news, and events to assess opportunities for dedicated rapid response outreach in partnership with PR agency.
- Maintaining the highest standards for content quality and proofing of any communication to "influencers".



- Develop PR /media materials, including press releases, media alerts, by-line articles, fact sheets, PR agencies or independently as needed.
- Provide oversight of media events, media calls, press material development and crisis communications support.
- Working with company thought leaders and experts to write external positioning, articles, press releases, pitch content, talking points as required.
- Creating PR programs that positively position SANS and align closely with marketing campaigns to reinforce the SANS mission and brand.
- Speaking publicly at interviews, press conferences and presentations.

#### **People Management Responsibilities**

- Provide expert support and assistance for SANS executives, instructors and cybersecurity subject matter experts for media engagements and events.
- Maintaining relationships with key journalists and PR agencies and drive understanding of the company's messages, latest news and developments, and vision, using social media and events.
- Work closely with the Marketing Team to produce relevant, compelling social media updates with links to SANS product portfolio.
- Build strong relationships with SANS employees, stakeholders, influencers and media.

#### **Finance Responsibilities**

- Create and manage PR budgets, deadlines, objectives and schedules.
- Develop monthly, quarterly and annual media activity reports.