



## Job Description

**Job Title:** CISO Community & Content Manager  
**Reporting to:** Head of Summits & Events EMEA & APAC  
**Location:** Homebased

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### **Job Purpose:**

To serve as the primary 'community and content' point of contact with responsibility to manage the new online community platform 'Hivebrite' and support the growth of the exclusive CISO Network. Reach new customers through marketing initiatives, localised marketing and/or events, and promote activities that drive traffic, engagement and brand excitement. To work across the series of global cybersecurity CISO virtual and in-person events and collaborate with key stakeholders, including summit chairs, SANS faculty, industry experts, and cybersecurity organisations to deliver impactful CISO programs that meet the needs of the community and to work and collaborate both across SANS and with exclusive access to our affiliated partner companies in the cyber and product space.

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

#### Content Creation & Management

- Manage and deliver all relevant content for our new online community platform and mobile app.
- Be responsible for facilitating and/or creating engaging content, distributing the content through the identified marketing channels and measuring engagement.
- Define and write a specific content marketing plan that supports the global CISO strategy.

#### Marketing Strategy & Campaigns

- Translate go-to-market strategies and opportunities into actionable and measurable programs, ensuring campaigns are executed on time, accurately, and successfully to the global network driving the CISO brand forward.
- Co-ordinate and execute email marketing messaging to our global CISO Network.
- Participate in strategizing, building and executing integrated campaigns that drive the achievement of the regional and overall SANS revenue targets.
- Assist as needed to address pipeline gaps, including increasing brand awareness locally/regionally, and driving leads and MQLs.
- Support various other marketing projects as needed.
- Set and monitor specific KPI's to measure marketing strategies and community engagement.

#### Platform & Community Management

- Be a key player and point of contact for our external online platform and support managing that relationship.
- Provide insight of CISO Network and geo specific requirements to broader SANS teams.



- Working with faculty and wider SANS teams to analyze pipeline trends and define and track results of key actions to help address gaps or local initiatives.
- Working with Content Marketing, Brand and Sales to engage in relevant partnerships to build and support the local cybersecurity community that helps increase our brand awareness globally.
- Update CISO social media, Hivebrite platform SEO and prepare and post paid advertising in accordance with the marketing strategy initiatives.
  
- Be responsible for engaging community collaboration and discussions on the Hivebrite platform, to include creating discussion threads, monitoring engagement, replying to contributors and all other platform interaction management and monitoring.
- Collaborate with industry experts and organizations to develop supplemental, interactive CISO sessions.

#### Events

- Support online and offline events to accelerate existing sales opportunities and deepen our existing customer relationships.
- The CISO audience is global and as such, in-person events may be hosted Internationally.
- Conduct post-event/campaign evaluations and ROI analysis; report and share results and recommendations with wider SANS teams.

#### Other

- Ability to travel to approximately 6-8 events per year to provide on-site support. This includes both UK and International travel.
- To provide additional support where needed, if asked to do so by your line manager.

#### **The ideal candidate will have:**

- 3+ years of related marketing experience, ideally in content and/or community manager role.
- Proven experience of successfully managing a growing online community.
- Experience of Community Platform Management systems/software especially Hivebrite.
- Be entrepreneurial and work well in a rapidly changing environment.
- Possess strong critical thinking, project management, and time management skills, with the ability to be flexible and solutions-oriented as well as lead and manage projects simultaneously on deadline.