



Job Description

Job Title: Global Social Media Manager
Reporting to: Social Media Strategist
Location: Netherlands (Remote)

Job Purpose:

Working with our Brand and Communications team, the Global Social Media Manager will represent our EMEA and APAC regions. The role will play a key part in influencing and implementing the overall social strategy of SANS EMEA and APAC. Responsible for managing all social media channels, developing engaging content, and analysing content success. The Global Social Media Manager will work directly with our B2B, B2C and Field Marketeers, to develop and deploy social media campaigns for a specific region, engaging with our customers and overall Cyber Security community, to drive awareness of SANS training and SANS revenue. The role requires a strategic thinker with a deep understanding of regional market dynamics and cultural nuances.

Main duties and responsibilities:

Strategic

- Support our current social media strategy, by creating, testing and monitoring new/current content and its performance.
- Analyse the long-term needs of SANS social media strategy, and collaborate to devise solutions to improve future campaign results.
- Develop and implement innovative social media strategies tailored to different regional markets, ensuring alignment with global brand objectives.
- Identify and leverage emerging social media trends to maintain a competitive edge and engage new audiences.

Operational

- Create, test and monitor social media content on our global channels to support marketing promotions, increase awareness of our courses, live training, summits, certifications and increase our follower base.



- Manage the postings on SANS social media channels, including the creation of posts, responding to inquiries, and identifying what content is most effective at growing our list, driving qualified visitors to our course pages, and driving course registrations.
- Work closely with our B2C, B2B and Field Marketing Managers to deploy and manage social media campaigns per region/sub-region to achieve corporate marketing goals.
- Work with Content, Creative Services and Product Marketing Management teams to develop engaging social media content including videos, graphics, and blogs; monitoring and analysing content success.
- Develop and create summary reports and dashboards to present how content and social media grow our site traffic, increase the size of our follower base and the possible correlation of this traffic to course purchases.
- Keep abreast of new social media technologies, digital marketing trends and implement these new technologies into our activities.
- Oversee, plan and deliver content across different platforms using scheduling tools such as Sprout.
- Monitor, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights.
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity.
- Work closely together with our Security Research Team, curriculum, and all instructors within SANS to build new campaigns and social media content relevant to our target audience.
- Coordinate with international teams to ensure cohesive global messaging while addressing regional preferences and cultural nuances.
- Manage social media advertising budgets to maximise reach and engagement, ensuring a high return on investment.
- Enhance community management efforts by engaging with followers, responding to comments and messages in a timely manner, and fostering a positive online community.

Stakeholder Management

- Act as a strategic social advisor for SANS EMEA and APAC, whilst providing support to our North America teams.
- Educate other employees on the use of social media and promote its use within SANS.



- Encourage collaboration across the teams within SANS.
- Foster strong relationships with key influencers and stakeholders in the Cyber Security industry to amplify SANS's social media presence.
- Regularly communicate social media performance, insights, and strategy updates to senior management and other key stakeholders.
- Advocate for the integration of social media insights into broader marketing strategies to enhance overall brand communication.

Other

- Carry out any other business support related tasks as requested by the central marketing Management Team.