

Job Description

Job Title:	PR Manager
Reporting to:	Director of Global Strategic Communications
Location:	Netherlands (Remote)

Job Purpose:

Responsible for developing and executing SANS EMEA and SANS APAC-wide communication efforts, positioning SANS as leaders in Cybersecurity training and certification. This role is essential in ensuring that SANS communicates its value effectively across diverse audiences and regions. Provide support to an innovative, multichannel communications strategy, leveraging various platforms and media to distribute impactful stories to target audiences in our key regions.

Main duties and responsibilities:

Strategic

- Developing integrated, localised communications strategies for SANS in EMEA and APAC, ensuring these strategies are adaptable to the unique characteristics of each market, that align with the regional EMEA and APAC strategy and objectives.
- Support the EMEA and APAC communications function and work closely with the Global Director of Strategic Communications, the Marketing Director of EMEA and APAC, and appropriate Field Marketing teams to align on local objectives in target regions. This collaboration is crucial for fostering a unified approach across all communications initiatives.
- Use global monitoring systems to measure and report on media engagement success and proactively suggest projects and strategies for continual programme improvement.
- This includes identifying trends and insights to inform future campaigns.
- Adapt Corporate Communications initiatives for EMEA and APAC in line with regional plans, ensuring stories translate to differing international markets. This may involve tailoring messaging to resonate with local cultures and practices.

- Monitor press cycles related to the company and the brand, strategically optimising opportunities for increased brand awareness via rapid response in target regions.
- Engage in timely storytelling to enhance media presence and relevance.
- Work with various local PR agencies on proactive media outreach to top-tier, trade, and technology media; coordinate and support press interviews. Build strong relationships with these agencies to ensure effective collaboration and results.

Operational

- Develop baseline PR materials, including press releases, award submissions, conference materials, article content, etc. Ensure all materials adhere to brand guidelines and are tailored for specific audiences.
- Proactively support and implement local thought leadership programmes, including the development of messaging, media narratives, and briefing notes. Foster engagement with industry influencers to amplify SANS's position as a thought leader.
- Manage, support, facilitate, and coordinate engagement with PR agencies, driving ongoing communications and maintaining reports of key activities. Regularly assess agency performance to ensure alignment with strategic goals.
- Utilise PR software like Cision or Meltwater for media monitoring and engagement reporting. Continuously seek out new tools and methodologies to enhance media tracking efficiency.

Stakeholder Management

- Develop relationships with key media to secure and grow media coverage both online and offline in alignment with regional Field Marketing team members. Utilise these relationships to create opportunities for joint initiatives and partnerships.
- Communicate key wins to internal customers and stakeholders, as well as develop Share of Voice in each region. Regular updates will foster a culture of transparency and collaboration.

Finance

- Support in overseeing the annual communications budget for EMEA and APAC, ensuring use is fully maximised. Monitor spending against budget to ensure efficient allocation of resources.
- Report back on monthly coverage and performance to EMEA and APAC Marketing Director, Regional Directors, and other relevant stakeholders. Highlight successes and areas for improvement to support strategic decision-making.

Other

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