

Marketing Manager

Location – Brighton & Hove, UK

Competitive Salary of up to £40k base DOE

+ Bonus + Benefits

Full Time – Permanent Role

Marketing Manager

Brighton & Hove, East Sussex

An exciting opportunity has arisen for a Marketing Manager to join The ZDL Group!

Are you an experienced, B2B marketer with a desire to make a real impact in a fast-growing, international business? Are you a passionate and data driven marketer with proven success in a technology focussed organisation?

The ZDL Group is an IT Security Consultancy growing fast in a dynamic, expanding market. We are excited to be launching a new SaaS based Supplier Evaluation Risk Management Portal in March 2024 and need your help! The Marketing Manager will drive growth within our enviable client list and play a pivotal part in attracting new logos across the UK, Ireland, EMEA and North America. This is a self-sufficient role covering all aspects of our marketing. As a member of the Management Team, your voice will be heard and you will make a real difference in driving the future of this business.

The Company:

At the forefront of IT Security Consulting, The ZDL Group's client base is diverse. Our blue-chip clients span across EMEA and North America covering all industry sectors from medium-size organisations to the FTSE100. Our holistic, 360° approach to IT Consulting Services is unparalleled, this enables us to retain clients by working as a strategic security partner, delivering far greater ROI.

We have two passions, Total Customer Satisfaction and Total Security Management; to deliver this, we employ only the very best people across all our locations in Brighton & Hove, London, Manchester, and Delaware, USA.

A competitive salary and benefits package including share options, pension scheme, private medical and more, is on offer to the right candidate.

The successful candidate will be primarily based **within commutable distance from Brighton & Hove**. This is not a commutable role from a London base. This is an office-based role with some flexibility for hybrid (after probation) if needed. You will also be going occasionally to our London and Manchester offices for sales meetings and other events / initiatives.

Your next right move:

The successful candidate will thrive in a fast-paced, ambitious and creative environment. Your core focus will be on building and driving growth in the lead generation function with a data driven approach. Assisting the EMEA Sales Director in managing and reporting on all external lead generation activities for primarily a team of UK (and a small growing US) based sales executives. You will be the driver of lead generation campaigns across our direct marketing channels increasing new leads, appointments, taking full ownership of the marketing budget and tracking of ROI.

You will demonstrate experience in developing innovative marketing plans and budget, driving lead generation and brand awareness through Targeted Email Campaigns, Data

Driven Marketing, Social Media updates, Company Events and Exhibitions, Direct Marketing, Content Creation and developing sales support collateral.

About you:

- Bachelor's degree in marketing or equivalent (preferred) – significant experience also considered
- Previous experience in B2B is essential and experience in Technology, IT or Information Security marketing would be beneficial.
- Previous experience working within a smaller growing, dynamic and fast-paced organisation.
- A team player, with a collaborative approach in dealing with various departments.
- Building a team in the past is a benefit. You won't have direct reports to start with, but this will change over time.
- Previous responsibility for all marketing functions within a single business is a benefit – being that 'go to person' that well organised and gets things done.
- Previous experience in Data Driven Marketing, Email Marketing, Webinars, Events, CRM Management, Social Media, Content Marketing and Digital Direct Marketing.
- A strong creative outlook with excellent copywriting skills.
- High attention to detail with self-discipline and high work acumen.
- An ambassador for the brand, building brand awareness with focus on ZDL Group's corporate identity.
- Dynamic, high-energy individual with a desire to make a real difference to our business.
- A professional marketer, looking for a long-term and exciting career.

We know that people are our greatest asset, this is why you will have the opportunity to develop your career and enhance your skills and expertise at The ZDL Group. You will be an integral part of a high performing team who are Passionate about Total Security Management and always striving to be best in class in the cyber security arena.

Successful candidates will be required to undergo background screening and offers of employment will be subject to the results of this screening.

In the first instance, please provide your current CV and contact details to Nadia Parello, HR Manager – nadia.parello@zdlgroup.com. For further information, please visit www.zdlgroup.com

Benefits:

- Competitive salary with annual reviews
- Performance-related bonuses paid every 6 months
- Private Medical Healthcare for your household dependents
- Company pension scheme
- Company Share Option scheme
- Length of Service is linked with increases in allocated holiday days
- Parking/Season ticket scheme
- Bonuses for employee referrals
- Structured learning and development plans which can include support for professional qualifications
- Entertainment and social activities
- Annual eye tests