

A large, stylized circular graphic composed of two thick, curved segments. The top-left segment is red, and the bottom-right segment is black. The center of the circle is white and contains the job details.

Marketing Manager

Location – Brighton & Hove, UK

**Competitive Salary + Comission +
Benefits**

Full Time – Permanent Role

Passionate About Total Security Management



Marketing Manager

Brighton & Hove, East Sussex

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?

ZeroDayLab is an IT Security Consultancy growing fast in a dynamic, expanding market. The Assistant 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.

About ZeroDayLab:

At the forefront of IT Security Consulting, ZeroDayLab'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, Amsterdam, Dublin, and Delaware, USA.

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

The successful candidate will be based within commutable distance from Brighton & Hove.

About the role:

The successful candidate will thrive in a fast-paced, ambitious environment. Your core focus will be on building and driving growth in the lead generation function with a data driven approach. Managing and reporting all lead generation activities for a team of UK based internal sales executives and lead generation specialists. You will be the driver of lead generation campaigns across our direct marketing channels increasing new leads, appointments, taking with full ownership of the marketing budget and tracking of ROI.

You will demonstrate experience in developing innovative marketing plans, driving lead generation and brand awareness through Email Campaigns, Data Driven Marketing, Social Media, Company Events, Direct Marketing, PR, and developing sales support collateral.

About you:

- Previous experience in B2B is essential and experience in Technology, IT or Information Security marketing would be beneficial.
- Previous experience working within a growing, dynamic and fast-paced organisation.
- A team player, with a collaborative approach.



- 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.
- An ambassador for the brand, building brand awareness with focus on ZeroDayLab'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 ZeroDayLab. 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 Deborah Worley, Finance & Operations Director at dworley@zerodaylab.com. For further information, please visit www.zerodaylab.com

Benefits

- Competitive salary with annual reviews
- Performance-related bonuses
- Private Medical
- 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