

Marketing Manager – Full time

About us

Cyber and Fraud Centre - Scotland

The Cyber and Fraud Centre – Scotland is an employee-first organisation that exists to ensure Scottish organisations are as resilient as they can be against cyber and fraud crime. In the eventuality of a cyber or fraud attack, the centre and its partners can support organisations through it and help resume operations.

It is our intention that every Scottish organisation have the skills and knowledge to protect themselves against online attacks. We achieve this through delivering education and preventative training, as well as actively raising awareness of threats throughout the business community.

The Role

Cyber and Fraud Centre - Scotland are looking for a new Marketing Manager to help us strategically promote and market our offerings and ensure Scotland as one of the safest places to live and work online. The role reports to Head of Strategy.

Based at our office in Rutland Square, Edinburgh, you will work closely with our marketing team to engage with businesses and organisations across Scotland. We offer a 4-day work week with hybrid working - 3 days in the office, and 1 day working from home.

This role will include working in collaboration with key stakeholders including Police Scotland, the Scottish Government, academia and public and private sectors.

Responsibilities

- Develop strategies and tactics to raise awareness about our company and drive qualified traffic
- Deploy successful marketing campaigns and content plans, and own their implementation from ideation to execution
- Administrator and developer of company website
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
- Oversee and approve marketing material, from social adverts to hard copy brochures and merchandise
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Writing SEO optimised content and implementing the basics of SEO
- Liaising and managing multiple agencies (PR, graphic design, etc.)

Experience/Skills

- Substantial experience in marketing, including at a strategic/management level, with clear evidence of success in prior roles
- Experience of building, mentoring, and coaching a successful marketing team
- Experience of working with sales teams to generate leads to fuel pipeline
- Extremely comfortable with main social media channels, content creation, social media campaigns, analytics and event management
- Experience of working on business-to-business marketing would be advantageous
- You'll thrive on leading and executing multi-channel marketing campaigns
- Excellent copywriting skills and attention to detail
- You'll have an eye for spotting opportunities that grow the business and you'll be comfortable working to tight deadlines and within budget
- Understanding of SEO best practices and strategies for lead generation
- Experience with Hubspot, Mailchimp, WordPress (essential) and Squarespace
- PR understanding and experience with managing press agencies
- Broad technology experience and a sound awareness of technology trends and their potential impact on current & future marketing plans
- Ability to cultivate ideas, utilising creative writing while holding to branding and messaging direction and strategy

Applications should be submitted before midnight on the 13th of May. Please send an up-to-date CV and cover letter detailing why you are suitable for this role.

Application deadline: 13/05/2024

Job Types: Full time

Salary: £38,000 per annum