

Senior Marketing Executive - Digital

We're looking for an experienced Marketing Executive to join our growing Cyber Security Company.

Reporting into the Head of Marketing, no two days will be the same as you will work with different stakeholders from across the organisation. You will be learning alongside accomplished business leaders and our world-class technology partners, including Sophos, Forcepoint and others.

Join the Marketing Team at a growing cyber security company and make a big impact from day one. You'll work on the creation and delivery of our content strategy, help optimise our website, and drive brand awareness through various marketing channels.

At CyberLab, the sky is the limit with lots of opportunities to grow in your career. We're passionate about our unique culture and our continuous investment in our people to be industry experts.

"a great place to work, a great place to be a customer"

The Role:

- Develop and execute digital marketing strategies across various online channels, including social media, PPC and email
- Create engaging content, including blog posts, social media updates, and email newsletters, to attract and nurture leads throughout the buyer's journey.
- Optimise website content and user experience to enhance visibility, lead generation, and conversion rates.
- Monitor and report performance; optimise upsell, cross-sell and retention campaigns accordingly.
- Monitor and analyse key performance metrics to evaluate the effectiveness of digital marketing campaigns and identify areas for improvement.
- Work together with the Creative team to deliver high quality visual and engaging campaigns, including the company's podcast
- Achieve lead KPIs and track through to conversion
- Enable Sales Teams by supplying sales and marketing collateral

The Candidate:

- Strong understanding of digital marketing tactics, including SEO, SEM, social media marketing, and email marketing.
- Proficiency in digital marketing tools and platforms, such as WordPress, Google Analytics, LinkedIn Ads, and email marketing software.
- Educated to degree or equivalent CIM qualification, though not essential
- Excellent communication skills and content writing ability as well as a good degree of numeracy
- Confident to offer alternative and creative points of view while working in a team, a good problem solver and self-starter
- Strong organisational and time-management skills
- Eager to learn new skills and genuine enthusiasm for digital marketing
- Comfortable working digitally with colleagues and partners with a passion for understanding different customer behaviours
- Keen attention to detail, including spelling and grammar

Why join CyberLab?

Diversity, equality, and inclusion is at the heart of our CyberLab culture and we are passionate about our One Team spirit.

Our continued focus on growth creates opportunity for everyone to progress their career, to develop knowledge and skills, to gain reward and recognition and to maximise their potential. The growth and success of our people ensures the growth and success of our business.

We believe that **“if you’re not growing, we’re not growing”**.

Salary details: Up to £35,000, dependent on experience.

Benefits include:

- Health care support – UK Healthcare, flu jabs, onsite health screens
- Enhanced Pay: Maternity, Paternity, Adoption Leave and Shared Parental Leave
- Access to employee benefits, rewards and recognition platform, Perkbox. This gives you access to hundreds of ‘Perks’ with great discounts. Whether it be days out, your weekly food shop, a clothes shopping spree on the high street and many more.
- Hybrid working support - Allowance towards a home desk and chair
- Loyalty point scheme – allowing you to use your points to increase your benefits each year
- Access to our Future Fit benefits package – including Mental, Physical and Financial support
- 25 days paid holiday p.a. plus public holidays.
- Buy & sell Holiday scheme – 2 opportunities per year to buy or sell up to 5 holidays
- Additional holidays: Half Day Fridays and a Wellbeing Day
- £100 per year matched charity donation, plus payroll giving options

Hours: A standard week is 37½ Monday to Friday

At CyberLab we offer many flexible working options, and we have both full-time and part-time working hours available. We pride ourselves on being an inclusive employer, so if you want to find out more about our flexible working arrangements this can be discussed with your application.

Working location: Hybrid working position

Allowing you to enjoy the flexibility of working from home whilst also having the option to work from one of our many local hubs spread throughout the UK. Ad-hoc travel to offices within the group and other locations may be required on occasion.

Is CyberLab the place for you?

If you are looking for a career that brings exciting challenges and opportunities, then CyberLab is the place for you.

Please email your CV and covering letter to our Recruitment Department at: careers@cyberlab.co.uk

Upon submission of your completed application, either through direct application or speculative, you hereby agree to the processing of your personal information as per the guidelines set out within our

Privacy Policy and to allow for the seamless and secure processing of your information throughout our recruitment and hiring practices.