

Marketing Lead

Job Description

Are you someone that has a strong entrepreneurial spirit, determination, grit and challenges the status quo? Someone that is passionate about growth, collaborating with others and creativity? If so, we would love to hear from you!

Forward Security is working to build the future of cybersecurity, helping leading software teams secure their applications and IT systems. The Marketing Lead will be a key part of our team, owning how we drive awareness to acquisition of our services and helping tell our story. This is a unique role that requires a person with the attitude and experience who can blend: strategy and execution; can pull together creative campaigns and content, while managing performance KPIs; and who thinks about the customer first.

What You'll Be Doing

The Marketing Lead will own the planning and execution of our customer awareness and acquisition efforts across channels. From social media content to media campaigns and planning events, you'll get the chance to own impactful initiatives that drive the company forward. The person in this role will develop a deeper understanding of our customer groups: who they are, how to reach them, what to say. They will partner with our sales and technology specialists, as well as our partner organizations to develop, execute, and monitor marketing initiatives across both digital and physical channels.

Key Responsibilities

- Owning the Forward Security brand strategy
- Develop & manage the marketing calendar of campaigns, content and events to drive brand awareness and customer acquisition
- Create and manage marketing communication strategies for public relations, advertising, social, web, and event presence
- Social media content development and community management (LinkedIn, Twitter & YouTube)
- Coordinate across functions to build and execute content and campaigns (sales and operations teams)
- Planning key events such as webinars and speaking engagements at conferences
- Ensure message consistency across off-site and on-site channels
- Coordinating website updates
- Competitive research and reporting on industry trends to guide our approach
- Management of the marketing budget
- Track performance of marketing campaigns to meet target KPIs
- Evaluate and evolve campaigns based on customer feedback and data

What You Must Have

- 3-5 years marketing experience spanning traditional & digital marketing
- Prior work experience in the technology industry, preferably cybersecurity and software
- Social media marketing experience
- Be analytical and drive decisions with data, including experience w Google Analytics
- An eye for good, clean, modern design and experience with PhotoShop (InDesign and Illustrator experience is a plus)
- Basic Wordpress experience
- Excellent project management & organizational skills
- Be creative and collaborative in your approach
- Desire to learn, experiment and drive change
- A team spirit that embraces uncertainty and challenges with enthusiasm
- Ability to speak, write and communicate clearly and effectively in fluent English
- Event planning and execution experience, including webinars
- Experience with building and managing digital media campaigns (Ex. Google Ads, LinkedIn)

Nice To Haves

- An understanding of key SEO factors
- PR experience