

Role Profile: Brand and Marketing Director

Type: Permanent

Hours: Full Time

Location: Tewkesbury

A bit about us...

Amiosec is an exciting and growing UK technology company with innovation, agility, and state of the art technology at its core. We work in partnerships with UK government customers and commercial providers to deliver research, technology, products, and services in the communications security sector.

Role Purpose	
<p>The Brand and Marketing Director will lead our global marketing efforts across the UK and Australia. You will develop and execute innovative marketing strategies and campaigns to promote our diverse range of cybersecurity, cryptographic, AI, and electronic warfare solutions. A key focus of this role will be to successfully reposition and integrate two individual company brands into one cohesive brand following a recent merger. Reporting into the Chief Growth Officer, this role will oversee all aspects of strategic marketing and brand management, digital marketing, content creation, and lead generation initiatives to drive business growth in key markets. Working closely with BD and Sales, this role will be critical in helping to deliver and shape the new company growth strategy within the UK, Australia and wider AUKUS cyber and defence market.</p>	
<p>Stakeholders (Key Contacts)</p>	<ul style="list-style-type: none"> • Board • Executive Team • Customers • Business Development and Sales • External Marketing Agencies

Work life balance is important, and we offer several options to support our staff. We have an optional 9-day fortnight scheme, which gives the opportunity to compress a fortnights hours over 9 days to allow every other Friday to be taken off. We have a hybrid working policy with flexibility over working hours and homeworking (this is subject to individual project/business needs).

NOTE: - Due to the nature of our work, all candidates will be required to obtain and maintain an appropriate UK security clearance.

Typical Activities

Subject Area	Activities
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Marketing Strategy	<ul style="list-style-type: none"> • Develop and implement a cohesive global marketing strategy aligned with business objectives and strategy. • Plan and execute marketing campaigns for new product launches, key industry events and trade shows.
Brand Management	<ul style="list-style-type: none"> • Identify opportunities within industry to effectively raise the profile and position the new business as a serious player in the market • Lead the strategic repositioning of two individual company brands into one unified brand following the merger. • Develop and implement a comprehensive brand integration plan. • Manage communications related to the brand merger. • Ensure consistent brand messaging and visual identity across all touchpoints post-merger.
Business Leadership	<ul style="list-style-type: none"> • Support the wider business with transformation activities and be a positive change agent • Lead a team of graphic designers in Australia and the UK to produce high-quality marketing materials. • Support the development of thought leaders within the business • Develop, manage and report on a marketing budget and vendor relationships across both countries.
Content Management	<ul style="list-style-type: none"> • Oversee digital marketing efforts including website, social media, email campaigns, and (where deemed necessary) SEO/SEM • Direct the creation of compelling content to showcase our technical expertise and thought leadership.
Team Membership	<ul style="list-style-type: none"> • Work closely with Chief Growth Officer in support of PR and Government relations activity • Work closely with BD and Sales on developing winning GTM strategies, campaigns and lead generation • Partner with relevant business leaders to ensure consistency in approach to how they communicate the brand
Other	<ul style="list-style-type: none"> • Other relevant activities as directed from time to time that fit within the skills and competencies of the incumbent

Technical / Core Competencies

Subject Area	Competency
Marketing	<ul style="list-style-type: none"> • Proven track record in B2B technology marketing, preferably in cybersecurity or defence industries • Strong understanding of digital marketing best practices and emerging trends.

Subject Area	Competency
	<ul style="list-style-type: none"> • Ability to translate complex technical concepts into compelling marketing messages • Experience managing marketing teams and campaigns • Marketing Degree, Chartered Marketer or other relevant qualifications
Brand	<ul style="list-style-type: none"> • Proven track record of implementing brand strategies to drive business value • Proven track record of amplifying a brand in market to position a business for growth
Team Leadership	<ul style="list-style-type: none"> • Excellent project management and team leadership skills • Demonstrated experience leading a team across multiple countries
Business Acumen	<ul style="list-style-type: none"> • Strong analytical and data-driven decision-making skills • Demonstrated ability to track return on investment from marketing spend • Demonstrated ability to manage to a set marketing budget • Continuous Improvement mindset
Communications	<ul style="list-style-type: none"> • Excellent written and verbal communication skills

Behavioural Competencies

Subject Area	Competency
<i>Interpersonal</i>	<ul style="list-style-type: none"> • <i>Exceptional interpersonal skills</i>
<i>Communication</i>	<ul style="list-style-type: none"> • <i>Exceptional communication skills</i>
<i>Leadership</i>	<ul style="list-style-type: none"> • <i>Strong leadership skills and experience in a multi-geography environment</i>
<i>Resilience</i>	<ul style="list-style-type: none"> • <i>Adaptable, resilient, positive</i>
<i>Holistic Thinker</i>	<ul style="list-style-type: none"> • <i>Holistic thinker</i>

Amiosec is committed to providing equality of opportunity for all. We aim to ensure our workplaces are free from discrimination and that our current and future colleagues, are treated fairly and with dignity and respect. Please inform us of any reasonable adjustments that we may need to make. This role / position description is to serve as a guide. It is intended to be flexible and will continue to evolve over time with business needs and demands and may be updated periodically at the Company's discretion.

Objectives and Key Results

Objective 1	Successfully Reposition and Integrate Merged Brands
	<ul style="list-style-type: none"> • KR1: Develop and gain approval for a comprehensive brand integration strategy within 3 months.
	<ul style="list-style-type: none"> • KR2: Achieve 90% completion of brand transition across all marketing materials and touchpoints within 9 months.
	<ul style="list-style-type: none"> • KR3: Conduct pre- and post-merger brand perception surveys, aiming for a 25% increase in positive brand associations for the new integrated brand.
Objective 2	Increase Brand Awareness and Thought Leadership
	<ul style="list-style-type: none"> • KR1: Increase social media following across LinkedIn by 50% within 12 months.
	<ul style="list-style-type: none"> • KR2: Publish at least 2 thought leadership articles per month in relevant industry publications.
	<ul style="list-style-type: none"> • KR3: Secure at least 5 speaking opportunities at major industry events to showcase the newly integrated brand and its expanded capabilities.
Objective 3	Drive Lead Generation and Sales Pipeline Growth
	<ul style="list-style-type: none"> • KR1: Implement account-based marketing programs for top 10 target accounts.
	<ul style="list-style-type: none"> • KR2: Working with the sales teams, achieve a 15% synergy increase through cross-selling opportunities between the merged companies' existing client bases.
Objective 4	Enhance Product Marketing and Launch Effectiveness
	<ul style="list-style-type: none"> • KR1: Develop comprehensive marketing plans for all new product launches.
	<ul style="list-style-type: none"> • KR2: Achieve 75% of revenue targets for new product launches within first 6 months.
	<ul style="list-style-type: none"> • KR3: Increase customer engagement with product-related content by 40%
Objective 5	Ensure Smooth Internal Brand Adoption
	<ul style="list-style-type: none"> • KR1: Conduct monthly pulse surveys to measure internal brand adoption, aiming for 85% positive sentiment by end of year
	<ul style="list-style-type: none"> • KR2: Develop and distribute a comprehensive brand guideline document within 4 months of merger completion.