



digital and content marketing manager

• Sydney, Australia

At Devicie, we're a team of passionate technology advocates on a mission to secure people's digital environment so they can work productively, without fear. We believe passionately that end-users shouldn't have to be technology or security experts to operate their day-to-day workspace productively.

Devicie has reinvented end user device security and management for organisations, empowering people to do their best work safely and productively. Our cloud-first security platform can be rolled out within two weeks across macOS and iOS, Windows and Android devices, irrespective of where your team members live or work.

Role Description

We are looking for a talented digital and content marketing manager to help build Devicie's brand presence and deliver successful inbound and outbound lead generation campaigns as we grow our B2B presence in Australia and key global markets.

Reporting to the CMO, and working closely with our sales and operations team, you will leverage your specialist knowledge across a broad range of digital and content marketing disciplines to build and manage some of our key channels and campaigns, including website, social and nurture programs.

You will need to love using your creative, writing and technical skills to develop clever campaigns that target specific industries, personas and objectives. You'll be comfortable to experiment, measure and refine as you go. We have a bunch of specialist creative expert freelancers and agencies who can help!

This is an early-stage start-up marketing role, requiring a highly capable, hands-on, self-driven professional who works well in a small team and wants to get in at the get-go and be part of building a world-class marketing team and function.

Key responsibilities include:

- In collaboration with the CMO, design, project manage and execute multi-channel campaigns including developing assets, executing plans, measuring results and optimising performance
- Set up, manage and measure digital campaigns across appropriate channels

- Manage execution of online education programs, such as webinars, podcasts, videos etc., including set-up, facilitation and promotion
- Write and produce day-to-day content and commission/edit major content assets.
- Manage website refresh and updates (we have a new site under development)
- Grow social media presence and drive community engagement
- Build and manage marketing automation campaigns, including building landing pages and email nurture flows
- As we grow, manage display, paid social, video, and other digital media channels
- Ensure all digital initiatives are tracked, reported and presented back to the business to facilitate continual learning and improvement.

About you and your experience:

- 3-5+ years' in a similar content marketing and/or digital marketing role within a fast-paced tech environment
- Proven demand generation results via digital strategies
- Familiarity with marketing automation and willingness to learn any system
- Experience successfully managing multiple digital marketing platforms and social channels.
- Exceptional project management skills and attention to detail
- Ability to manage external resources and agencies
- Strong verbal and written communication skills
- Is both creative and analytical
- Has a desire for ongoing digital marketing learning and innovation
- Can self-manage, collaborate, take initiative and think outside the box to problem-solve
- Qualifications and accreditation in marketing, communication, business or relevant field.

Reporting Line:

Chief Marketing Officer

About Us

Here at Devicie, we might best be described as having big brains and big hearts, with creative minds, and we (seriously) have the most fun when we're fixing things and solving problems. We're a (cyber)security anomaly, both protective and progressive, and we celebrate our neurodiversity knowing full well that one of our superpowers is that we DON'T think inside the box. As life-long learners, we are always curious about how things work and when they don't. Every day, we're striving for perfection in solving the security vs productivity dilemma for end-users.

We're always on the look-out for smart people with big hearts, who are passionate about cybersecurity, and who want to join our team of reinventors. Chances are you're frustrated by the way security gets done today, so come and help us build a better tomorrow.

If you are interested in applying for this role, please email workwithus@devicie.com