

Business Development & Marketing Assistant

Control Risks is a specialist risk consultancy that helps to create secure, compliant and resilient organisations in an age of ever-changing risk. Working across disciplines, technologies and geographies, everything we do is based on our belief that taking risks is essential to our clients' success.

We provide our clients with the insight to focus resources and ensure they are prepared to resolve the issues and crises that occur in any ambitious global organisation.

We go beyond problem-solving and give our clients the insight and intelligence they need to realise opportunities and grow. From the boardroom to the remotest location, we have developed an unparalleled ability to bring order to chaos and reassurance to anxiety.

Our people	Working with our clients our people are given direct responsibility, career development and the opportunity to work collaboratively on fascinating projects in a rewarding and inclusive global environment.
Location	Lagos, Nigeria
Engagement	One Year Fixed Term Contract, Full-time
Department	Marketing, Europe & Africa
Manager	Marketing
Job purpose	Deliver business development and marketing support for the West Africa region of Control Risks to increase the awareness of Control Risks' services within the region and internationally. This includes data/CRM management, account management support, data cleaning, content research and logistical event management.
Tasks and responsibilities	<p>Sales Support</p> <ul style="list-style-type: none"> ▶ Assist business development team with client and project research ▶ Research market conditions and competitor intelligence and developments ▶ Work with marketing team to create targeted, on-brand sales collateral, case studies and presentations ▶ Ability to support in compilation of client proposals and capability statements <p>Data and CRM Management</p> <ul style="list-style-type: none"> ▶ Review and suggest improvement for CRM use of West African business development team ▶ Review, analyse and improve account and contact data quality of locally owned data ▶ Review existing marketing lists and create segmented lists for marketing use

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- ▶ Own lead tracking and support marketing ROI measurement

Marketing Support

- ▶ Act as bridge with local expertise between EurAf marketing team and local business development team to optimise local use of regional and global marketing initiatives
- ▶ Input local knowledge into local and regional campaigns
- ▶ Support EurAf Marketing team in the execution of local and regional marketing campaigns including:
 - Event organisation
 - Conference participation
 - Management of marketing lists and local data
- ▶ Support the EurAf marketing team with research on conferences, potential speaker slots and trade associations
- ▶ Engage with local corporate memberships to enhance positioning of Control Risks with their members
- ▶ Feed into marketing operations with local content for direct marketing and corporate website, as well as international campaigns on West African topics
- ▶ Assist with internal communications on products, positioning and business updates

Social Media

- ▶ Support social media initiatives by identifying relevant topics and propose tweets and posts in line with local, regional and global strategic campaigns and goals
- ▶ Analysing current followers of corporate accounts and suggesting relevant target audience from West Africa

Knowledge and experience

Essential

- ▶ Excellent written and verbal English skills (online and offline)
- ▶ Excellent knowledge of Microsoft Office Suite, specifically PowerPoint with an ability to create professional and creative presentations using Power Point
- ▶ Excellent organisational skills with the ability to multi-task, work in a team environment and meet deadlines
- ▶ Strong communicator, out-spoken and engaged to succeed in a fast-moving, remote work environment

Preferred

- ▶ Knowledge of a second language, ideally French
- ▶ Previous experience with digital marketing strategies and tactics
- ▶ Knowledge of SEO, Google analytics and Hootsuite

▶ Knowledge of Microsoft Dynamics

Qualifications and specialist skills

- ▶ Minimum of a 2:1 degree at undergraduate level. Preferred course include Marketing, Communications, economics and social sciences
- ▶ Preferred: Previous sales or marketing experience, ideally within a professional services environment.

Behaviours

All employees are expected to display behaviours reflective of our company values: Integrity and Ethics, Collaboration and Teamwork, Commitment to People and Professionalism and Excellence.

How to apply

If your qualifications, experience and aspirations match our requirements, email a covering letter and CV, stating your current salary to:
Africa.Recruitment@controlrisks.com