

Principal, Marketing (Focusing on Risk buyers)

Control Risks is a specialist risk consultancy that helps to create secure, compliant and resilient organizations 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 organization.

We go beyond problem-solving and give our clients the insight and intelligence they need to realize 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	Washington DC
Engagement	Full time
Department	Global Marketing
Manager	Global Marketing Director
Job purpose	<p>With a world-class group of subject matter experts and analysts focusing on topics from cyber threats and large-scale corporate crises to the implications of today's geopolitical developments and forensic investigations, Control Risks is a fascinating brand to market to an engaged, global and growing audience.</p> <p>Specifically, this role will focus on marketing to a buyer group made up of business decision makers in the risk space who may be leaders in security, cyber, risk and strategy.</p> <p>The role will be aligned internally with our expertise in crisis and security consulting and our cyber security practice but will look across our whole offering to align our buyers with the most relevant brand message. The successful candidate will work closely with the leadership of these business areas and, using our global commercial strategy, will advise on how best to realize our goals from a marketing perspective. Once a marketing strategy is agreed, the candidate will need to be very hands-on and create initiatives and campaigns that will maximize impact with our various buyer groups and other stakeholders globally.</p>
Tasks and responsibilities	<ul style="list-style-type: none">▶ Work with the relevant Partners across the business. Contribute towards our commercial strategies across these areas, focusing on the dynamics of our marketplace, our buyers, offering, approach and brand.▶ Create a marketing strategy that will leverage our global footprint, promote the wider capabilities across the firm and strengthen our reputation for quality and breadth of expertise. The strategy should markedly increase brand awareness in

a competitive space and enable us to further penetrate existing and new client bases.

- ▶ Be responsible for creating and running compelling and integrated campaigns that generate and nurture quality leads. Create content and work with our specialists to capture their expertise and insights while strongly messaging our value proposition.
- ▶ Support our partnerships with third parties (e.g. advanced software and tools companies) by encouraging all parties to leverage capabilities, brand and client bases.
- ▶ Build productive relationships with industry associations and media.
- ▶ Work with our Global Marketing Team (media, design, film production, content, product and digital specialists) to develop and run the campaigns.
- ▶ Ensure excellent collaboration and communication with Regional Marketing Teams to ensure that they are ready to execute campaigns in their respective markets.
- ▶ Track, measure, analyze and refine program activities to optimize impact. Provide both qualitative and quantitative analysis and work with our account management functions to ensure that we are driving business development value from our marketing efforts.

Knowledge and experience

Essential

- ▶ Interest in international affairs and strong curiosity in risk issues.
- ▶ Extensive experience in B2B marketing.
- ▶ Proven experience of operating at a senior level.
- ▶ Track record of marketing strong B2B brands and complex product/services mix.
- ▶ Deep understanding of the risk space, preferably with experience in marketing in this area. Demonstrable experience of working with buyers, the issues they face and other market dynamics.
- ▶ Demonstrable expertise in both digital and more traditional marketing techniques.
- ▶ Advanced software skills (Microsoft Office) and solid experience with content management systems, email marketing tools and online registrations sites. A basic understanding of html helpful, but not required.
- ▶ Excellent written English and verbal communication skills.
- ▶ An “ideas person” with a creative eye.
- ▶ Strong team player, open and collaborative.

Competencies

- ▶ Strategically focused, able to translate strategy into practical solutions.
- ▶ Excellent commercial acumen to drive business growth and profitability.
- ▶ Ability to translate client needs into value propositions and commercially viable solutions.
- ▶ Able to influence and engage others to build commitment and drive teams to deliver.

-
- ▶ Passionate with energy and drive to deliver.
 - ▶ Tenacious and able to make difficult decisions through sound judgment and positively manage conflict.
 - ▶ Ability to foster accountability and commitment to achieve results and give constructive feedback.
 - ▶ Highly effective communication skills and ability to interact effectively at all levels.

Behaviors

All employees are expected to display behaviors 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 C.V., stating your current salary to:

Americas.Recruitment@controlrisks.com
