

## Digital Marketing Manager

Risk Ledger is seeking a digital marketing manager to join our London based core team and take ownership of developing & shaping the branding and marketing of our platform that sits on the intersection of cybersecurity and risk management.

We are looking for an amazing and talented marketer to help us grow and build a truly special company, from scratch. The main focus of the role will be on digital marketing and growth hacking; you will be responsible for designing and delivering our marketing programme to companies that already exist on our platform, and to promote new companies to join our platform. This role has a high potential of transforming into a Chief Marketing Officer role over time.

### What you'll be doing:

- Designing and delivering our digital marketing programme (using techniques such as SEO, PPC, sponsored content & outreach).
- Generating new and creative marketing ideas, testing them, and delivering them - we are a startup so the more whacky the better!
- Improving the customer's journey to acquisition (and retention).
- Producing and reviewing content for our website, newsletters, blog articles, drip marketing and sales materials to help inform our customer base.
- Managing, planning and forecasting our marketing spend and using it to calculate return on investment.

As the first full-time marketer in the team, you'll be fundamental in formulating marketing strategy, managing budgets and reporting progress to company management. Alongside this you'll need to be willing to roll up your sleeves and get involved with all the other day to day activities that small teams have to perform, right down to the occasional bit of customer support. You'll also have the opportunity to keep one foot in the offline world, organising events to increase presence in our target communities.

Ideally you'll have a background in B2B SaaS marketing and already know your way around Google Adwords, but energy, enthusiasm and the ability to learn are as important as experience, and a little entrepreneurial spirit wouldn't go amiss. As much as we want someone to deliver, we want them to come with their own ideas, and help us experiment to find the right strategies.

### What success will look like:

- A polished and creative marketing strategy that delivers a high acquisition and retention rate for our platform.
- High quality marketing materials and content that helps to distinguish Risk Ledger from other cyber security companies.
- A rapidly expanding customer-base who are eager to use our product, keeping us on our toes when it comes to technical infrastructure and scaling.

**Benefits:**

- The autonomy and flexibility you need to deliver the work as you see fit.
- The opportunity to get involved with, shape and lead the entire process of marketing strategy design and implementation.
- The equipment you need to get the job done.
- All the learning resources and books you want to aid in your personal development.
- Generous EMI stock options.
- 32 days of holiday a year - take a break, enjoy yourself!
- Up to an additional 30 days of unpaid leave a year to use as you wish.
- Private health insurance.
- Regular socials to unwind and have some fun.

**About Risk Ledger:**

We're a London-based startup, providing an assurance platform to help secure the breadth and depth of supply chains. With over 60% of data breaches occurring through the supply chain, our platform completely changes the way that companies identify, measure and mitigate security risks for themselves and their suppliers. The product we're building will be used to secure companies across the globe.

Risk Ledger is backed by multiple high-profile VCs, including Seedcamp, Village Global and Episode1. Currently a small team, we're looking to expand rapidly, and this is the perfect opportunity to put your stamp on a fun, fast-paced, early-stage startup. We are currently based in White Collar Factory, near Old Street and Moorgate.

Get in touch by emailing [jobs@riskledger.com](mailto:jobs@riskledger.com) with an introduction and CV.