

DIGITAL MARKETING OFFICER

DYNAMIZE YOUR EXPERTISE IN A BOOMING SECTOR

Who we are

Approach Cyber is a pure-play cyber security and privacy company.

Approach Cyber has been providing cyber security services to international clients for over 20 years and employs around one hundred experts in the field.

At Approach, we believe that everyone deserves **digital peace-of-mind**. This is our vision, our aspiration for a society where each and every one is reassured, where there is **confidence** and **security** in the digital world. Therefore, our role is to bring **cyber serenity** to society.

Every day, we take **care** of our clients' cyber security while they focus on their business. We help them to prevent, withstand and recover from cyber security incidents and enable them to keep their full attention on their core activities.

We offer **360-degree solutions** to improve our customers' cyber resilience: anticipate, prevent, protect, detect, respond and recover. We are committed to delivering **top-notch services**: consulting and audit, training and awareness, security technology integration and software development. Approach is also a true Managed Security Service Provider (MSSP) thanks to our shared Security Operations Centre (SOC).

Approach is a **fast-growing** company with a team of a **hundred people** spread across several offices in Belgium and Switzerland. Our company is ISO 27001 certified and ISO27701 verified.

Above all, **we care about people**, and you can count on us to go beyond expectations.

Our ambition

Approach Cyber's ambition is to become a **European** leading **pure-player** in **cyber security** and **privacy**, by providing 360° solutions that bring serenity to our clients in the digital world.

We want to do this in a purpose-driven, efficient and ESG conscious organization, with a **strong culture**, where people feel good, passionate and inspired.

Having achieved sustainable growth in Belgium, and recently opened of a new office in Switzerland, the company now aims to **accelerate its development**.

An important goal is to increase visibility and brand recognition across digital channels (including website, blog, newsletters, and social media). Another important goal is to implement lead generation strategies and monitor and analyse performance.

Who we are looking for

We are currently actively looking for **key individuals** who will help us to boost our visibility and deliver serenity to society.

The current business dynamics are unprecedented at Approach, which is multiplying ambitious projects all over Belgium, Switzerland and abroad.

The marketing team is dedicated to defining our brand's identity, broadening our community, and generating quality leads. This year, we're revolutionizing our approach to not only nurture our existing leads but to continue to generate new ones. This marks a pivotal chapter in our journey, as we've reimagined our strategy, embracing a focus that not only nurtures our existing relationships but also accelerates our ambition to seek out fresh connections. This shift signifies more than just a strategic change; it affects how we engage with the market, communicate our values, and harness the power of digital innovation to achieve our mission.

In this context, we are currently hiring a **Digital Marketing Officer** to reinforce our Sales & Marketing team and help Approach establish its natural reputation.

You will join a small team of strongly skilled experts in Sales & Marketing. You will work closely with our Senior Marketing and Communications Officer and report directly to our Chief Growth Officer.

Your Role

As a Digital Marketing Officer, your role extends beyond shaping our online presence and driving digital campaigns ; it is crucial for maintaining and enhancing our already high customer satisfaction, reflected in our Net Promoter Score (NPS). Your efforts in engaging content and strategic marketing will directly impact our NPS, emphasizing the importance of your role in fostering customer loyalty and promoting our brand as a customer-first organisation. Your contribution is key to our sustained success and in elevating our customers' experience and satisfaction.

Your responsibilities will include :

- Creating engaging **content** together with our experts and distributing across web, email, and social media, and contributing to the design of impactful **visuals** and multimedia assets.
- Enhancing our digital presence through **website** optimization, **social media** campaigns, and content management to boost engagement and conversions.
- Analysing campaign performance using **metrics** and **data insights**, conducting **SEO** research, and using analytics tools for strategic optimization.
- Co-organizing both internal and external **events**, live and digital.

Your profile

You have:

- 2-3 years of recent experience in marketing, preferably in digital marketing.
- Community management experience.
- Knowledge of SEO/SEA and metrics analysis (such as Google Analytics, LinkedIn Analytics, Salesforce reports)
- Content creation and copywriting skills, including blog posts, assets, templates, etc.
- Proficiency in English and Dutch, both spoken and written.

Considered as a plus:

- Proficiency in French.

- Affinity for optimising marketing activities through AI and automation.
- Interest in digital transformation, IT, and cybersecurity.
- Any extra knowledge/experience through these fields would be a great help:
 - Graphic design skills using tools like Canva.
 - Video production skills.
 - Familiarity with WordPress.

Mindset:

- Proactive attitude towards tasks and problem-solving.
- Strong multitasking and organizational skills.
- Self-driven and eager to grow within the role.
- Willingness to provide high quality deliverables and to go the extra mile
- Interest in learning more about the world of IT and cybersecurity from a technical and non-technical perspective
- Team player
- Ambassador for the professional values that are at the heart of our philosophy:
 - TOP-NOTCH
We strive for best-of-the-best while staying up to date with the latest technology.
 - HUMAN-CENTRIC
We care about people in the digital world, listening before interacting respectfully in a responsible environment.
 - NO-NONSENSE
We go for it, we work together, we are committed to deliver, to exceed expectations.

Our offer

- Join a dynamic and fast-growing company in a booming sector
- Participate in the development of the company as a co-creator of innovative solutions
- Drive ambitious projects from the business needs up to the projects results, leading concrete initiatives while maintaining a holistic view of the project and direct contact with the C-level client sponsor

- Develop your career path and add top-level trainings and certifications to your CV
- Benefit from an attractive salary package, including a full range of benefits :
 - Company car and fuel card
 - Competitive group insurance including pension fund, death, and disability coverage,
 - Attractive complementary insurances for non-work-related accident and loss of salary in case of sickness, company fully supported contribution
 - 32 days holiday/year (on a fulltime equivalent basis)
 - Flexible home working policy (a minimum of two days a week in one of our offices – Antwerp or Mont-Saint-Guibert)
 - Other fringe benefits (meal vouchers, eco vouchers, allowances, corporate benefits, ...)
 - Fun company events, exclusive team experiences
 - Contribute to a safer, fairer world for data subjects and citizens, ensure the serenity of great businesses and essential public institutions
 - Live your values daily in a dynamic, fun and multicultural working environment.

Interested?

Don't wait and send us your CV and application to jobs@approach-cyber.com. Join us in our commitment to deliver cyber serenity and contribute to a safer digital world.