



## **Marketing Team Lead**

### **Roles and Responsibilities:**

#### **Team Management:**

- Provide leadership, guidance, and mentorship to the marketing team.
- Foster a collaborative and high-performance culture within the team.
- Set clear goals and objectives, and regularly assess team performance.

#### **Content Review:**

- Help team Generate high-quality technical content, including blog posts, articles, whitepapers, case studies, and documentation.
- Ensure content aligns with the brand voice, messaging, and target audience.
- Collaborate with subject matter experts to gather technical insights for content creation.

#### **Content Strategy:**

- Contribute to the development of content strategies and editorial calendars based on market analysis and customer needs.
- Work closely with cross-functional teams to align content with overall marketing goals.

#### **Content Performance Analysis:**

- Analyze content performance metrics, such as views, engagement, and conversions.
- Use analytics tools to provide insights and recommendations for optimizing content strategies.

#### **Continuous Learning:**

- Stay updated on industry trends, new technologies, and best practices in technical writing.
- Share acquired knowledge with the team and integrate relevant trends into content strategies.

#### **Campaign Planning and Community Management:**

- Coordinate and oversee the planning and execution of marketing campaigns.
- Collaborate with other teams, such as design and digital marketing, to ensure cohesive and effective campaigns.
- Produce high-quality technical content, including blog posts, articles, whitepapers, case studies, documentation, Research, and content creation

### **Communication and Coordination:**

- Facilitate effective communication between internal marketing teams and external partners.
- Ensure alignment on messaging and branding across all channels.

### **Creative Asset Coordination:**

- Coordinate the development and delivery of creative assets for marketing campaigns.
- Work closely with design and content teams to ensure visual and written elements complement each other.

### **Partner Onboarding and Training:**

- Support the onboarding process of new marketing partners.
- Provide necessary training and resources to ensure partners effectively represent the brand.

### **Conference Planning and Execution:**

- Lead the planning and execution of marketing conferences.
- Manage venue selection, logistics, and vendor coordination to ensure successful events.

### **Registration Management:**

- Oversee the conference registration process, tracking attendee data.
- Provide timely communication and support to registered participants.

### **Post-Conference Follow-Up:**

- Conduct post-conference follow-up activities, including thank-you emails and access to materials.
- Collect feedback to assess the conference's success and identify areas for improvement

### **Innovative Marketing Campaign :**

- **Conceptualize** and implement innovative marketing campaigns across all channels, from traditional media to social media, digital marketing, and beyond.
- **Stay ahead of the curve:** Research and embrace emerging marketing trends, technologies, and platforms to craft campaigns that stand out from the crowd.
- **Think data-driven:** Leverage analytics and insights to tailor campaigns for maximum impact, optimize performance, and demonstrate ROI.
- **Storytelling maestro:** Craft compelling narratives that connect with our audiences on an emotional level and build brand loyalty.

- Budget-conscious: Manage marketing budgets effectively and efficiently, ensuring maximum return on investment for every campaign.

#### **Benefits of working with us:**

- Benefits of both the worlds - Enthusiasm & Learning Curve of a Start-Up, Deliveries & Performance of an Enterprise Service Provider.
- Sky's the limit when it comes to learning, growth & ideas.
- We do not follow the typical corporate hierarchy ladder.
- Medical insurance, gratuity, and provident fund.
- As part of our dedication to an inclusive and diverse workforce, Threatcop is committed to Equal Employment Opportunity without regard for race, color, national origin, ethnicity, gender, protected veteran status, disability, sexual orientation, gender identity, or religion.

#### **About Threatcop Inc:**

Threatcop Inc, a sister concern of Kratikal Tech Pvt Ltd. In today's ever-evolving cybersecurity landscape, Threatcop Inc is at the forefront of safeguarding organizations against emerging cyber threats. Our primary mission is to protect your most valuable asset - your people - from the relentless efforts of cybercriminals. With a suite of innovative products including ThreatCop, TSAT (Threatcop Security Awareness Training), TDMARC (Threatcop DMARC), TPIR (Threatcop Phishing Incident Response), and TLMS (Threatcop Learning Management System), we empower organizations to defend against cyber threats effectively. For more information visit our website [www.threatcop.com](http://www.threatcop.com)