

Company: IAM Experts Ltd
Location: UK/EU
Role: Marketing & Communications Manager
Job Type: Full-time, Permanent, Hybrid working

Marketing & Communications (MarCom) Manager

About IAM Experts:

IAM Experts is a leading consultancy firm that provides professional services in Identity Access Management (IAM) to organisations worldwide. With over 17 years of industry recognition, we are committed to delivering expertise and dedication to every project. Collaborating with established leaders and emerging vendors, we stay ahead through continuous technology watch. Operating across three continents with offices in the UK, France, India, and South Africa, our diverse team is proficient in 5+ languages, supporting clients globally. We take pride in our international reputation and rely on the support of over 350 valued consultants in the IAM space. In our dynamic environment, we promote open communication, respect, trust, and ongoing improvement.

Role Overview:

We are seeking a UK/EU-based Marketing & Communications Manager to lead our brand, digital content, events, and communication strategy. In this role, the successful candidate will elevate our presence in the cybersecurity and IAM ecosystem by developing impactful campaigns and strengthening our market visibility.

The ideal candidate will have solid experience in B2B marketing or communications, strong writing and storytelling skills, and the ability to plan and execute multi-channel campaigns in a fast-paced environment.

As a Marketing & Communications Manager, you will own the execution of IAM Experts' marketing strategy, ensuring consistent brand identity and high-quality content across all channels. You will develop and manage marketing campaigns, produce thought leadership materials, plan events. You will report to the Head of Marketing and collaborate closely with product, sales, and leadership teams with the help of the Marketing team (Growth Marketing Executive and Product Marketing Executive) and play a key role in strengthening our presence in the IAM market and supporting our commercial growth.

JOB DESCRIPTION

ROLE PERFORMANCE	
Key Responsibilities	Key Activities
Marketing Strategy & Planning	<ul style="list-style-type: none"> Update and execute the annual marketing plan aligned with sales, lead generation, brand, and content strategies. Analyse market data and customer feedback; provide quarterly reports and recommendations to senior management. Manage the marketing budget and optimise resources.
Content, Campaigns & Communications	<ul style="list-style-type: none"> Lead creation of marketing and communication content across online channels (website, blog, social media) and traditional channels (brochures, PPTs, leaflets, etc.). Develop end-user campaigns and customer success content (videos, articles, case studies, white papers) in collaboration with the team and IAM SMEs. Maintain and activate the PR strategy, including media relations and creative outreach. Ensure consistent brand voice and oversee SEO with support from the Growth Marketing Executive.
Events & Industry Presence	<ul style="list-style-type: none"> Plan, promote, and organise business events, conferences, exhibitions, webinars, and other industry activities. Establish and maintain relationships with key stakeholders, partners, media, and industry influencers.
Cross-Functional Collaboration	<ul style="list-style-type: none"> Work closely with internal teams to ensure marketing initiatives support overall business objectives. Stay current with cybersecurity trends and integrate insights into campaigns. Provide marketing collateral, pitch decks, and promotional material to support sales teams

Campaign Performance & Reporting	Measure, analyse, and report on campaign performance, providing actionable insights for continuous improvement.
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Knowledge & Skills - essential
<ul style="list-style-type: none"> • Minim 5+ years of experience in marketing, communications, events roles • Strong writing, editing, and storytelling abilities. • Proven experience managing campaigns, events, and multi-channel communication strategies. • Experience in B2B technology, cybersecurity, or consulting environments ideally. • Proficiency with marketing tools such as HubSpot, Canva, Mailchimp, and LinkedIn Campaign Manager. • Strong organisational skills, with the ability to lead multiple projects simultaneously. • Creative mindset with strong attention to detail and a proactive approach. • Proficient in English; French is a plus.

What We Offer:

- **Gross salary:** Aligned with experience and profile (full-time position)
- **Insurance:** Private medical insurance.
- **Pension:** Pension benefits are detailed in the employment agreement.
- **Holiday:** 28 days, plus bank holidays.

Work Style: Hybrid

This is a full-time position, Monday to Friday, working remotely with an in-person team meeting once per month in our Paddington office in London.

Please note, you must be authorised to work in the United Kingdom. We do not currently offer visa sponsorship for this role.

Why Join Us:

At IAM Experts, you'll have the opportunity to work with cutting-edge technologies and collaborate with a talented team of professionals. We offer competitive compensation, comprehensive benefits, and opportunities for career growth and advancement. If you are passionate about technology and cybersecurity and thrive in a vibrant environment, we'd love to hear from you!

Contact:

If you want to be part of our dynamic and talented team, please submit your CV and cover letter outlining your experience to careers@iamexperts.org.

Applications will be reviewed on a rolling basis until the position is filled. IAM Experts is an equal opportunity employer and values respect, diversity, inclusivity, and fairness in the workplace.