



Open Position - Marketing Coordinator

Position Details

Position Title: Marketing Coordinator

Department: Marketing

Job Function: Traditional & digital marketing and advertising project production.

Location: Virginia Beach, VA Home Office

Reporting: Marketing & Communications Director

DroneUp, LLC

DroneUp is an end-to-end aerial data collection services provider for large, autonomous drone missions; leveraging our patent-pending platform, *Mission Match™* in both iTunes & Google Play app stores. Through *Mission Match™*, DroneUp locates, qualifies and deploys drone pilots to client requirements delivering on-demand drone services in-app alongside 24/7 manned, mission oversight. DroneUp is poised to assist industries in adopting drone services in the following verticals: Agriculture, Construction, Inspection, Insurance, Commercial Real Estate & Property Management, and Government Agencies.

Position Summary

DroneUp is seeking an energetic Marketing Coordinator position to support, optimize and assist our organization's marketing initiatives. Duties for the Marketing Coordinator will include but are not limited to executing and tracking traditional and digital campaign progress. Your creative thinking skills and strategies will be an essential part of driving our narrative, enhancing our organization's image, improving communication with clients, and encouraging business growth through effective campaigns. The Marketing Coordinator will work with various DroneUp departments to ensure all steps in completing marketing projects through the pre-production, production and post-production processes including but not limited to flight operations, IT, finance, and external client interface.

This position requires travel for trade and association marketing events.

Responsibilities

- Development and maintenance of traditional and digital media: Google products, social media, print, TV, radio, webinar, podcast, video
- Focus on development of DroneUp's Pilot Network and community
- Help identify and recruit drone pilots for missions, as needed
- Create and manage eBlast and survey platforms
- Create and design content for droneup.com and social media platforms
- Coordinate and attend national/global marketing events
- Assist in product and service releases and launches
- Edit marketing material
- Research market trends
- Coordinate and attend marketing events
- Assist Marketing & Communications Director
- Understand and learn FAA Part 107 regulations

Qualifications

- Bachelor's Degree
- 2+ years in a marketing position preferred, but not required
- Aviation and/or Part 107 knowledge preferred, but not required
- Google Suite knowledge
- Web analytic proficient
- Social media proficient
- Knowledge of video content management
- Knowledge of WordPress and CMS
- Excellent copywriting and copy editing skills
- Highly organized
- Project management experience
- Event management experience
- Strong attention to detail
- Ability to work on deadlines
- At ease of learning new technologies

How to Apply

Please submit your resume and cover letter to careers@droneup.com.

We are an equal opportunity/affirmative action employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender identity or expression, sexual orientation, national origin, disability, age or status as a protected veteran, or any other characteristic protected by law.