



Open Position - Digital Content Coordinator

Position Details

Position Title: Digital Content Coordinator

Department: Marketing

Job Function: Implement and Deliver Digital Content to Increase Customer Engagement

Location: Virginia Beach, VA Home Office

Reporting: Marketing & Communications Director

DroneUp, LLC

Founded by Tom Walker in 2016, DroneUp is the leading complete drone services provider, transforming businesses and government organizations with drone technology solutions. DroneUp's diverse suite of products includes flight services, data analysis, drone program development, regulatory consulting, training, equipment, and Part 107 drone delivery. Recognized as a UAS industry pioneer with patented mobile app technology and a commitment to research and development, DroneUp further fuels invention and application across private and public sectors. With our people, services, and innovative solutions, DroneUp delivers on operational challenges with efficiency, reliability, and safety.

Position Summary

DroneUp is seeking a Digital Content Coordinator, reporting to the Marketing & Communications Director, where you will work as part of a fast-paced team managing multiple projects in a collaborative environment. Your goal will be to evaluate and administer website content with specific attention to SEO performance. We are looking for an ambitious and driven individual to collaborate on corporate website expansion with the marketing team and external agencies to ensure that content is search-engine friendly and optimized to increase customer engagement. An accomplished self-starter, your challenge will be in translating key business objectives into effective content and visual concepts that create lead conversion. You will collaborate on onsite and offsite optimization and PPC with the Marketing Team. You should be highly motivated and productive, with a passion for creative and user-centered outcomes. You'll be comfortable with strategy, be confident in defending your ideas, you'll like to ask questions, and offer up solutions.

Responsibilities

- Develop and execute successful SEO strategies with the Marketing Team
- Conduct keyword research
- Review technical SEO issues and recommend fixes
- Direct off-page optimization projects (e.g. link-building, Google Business)
- Collect data and report on traffic, rankings, and other SEO aspects
- Create engaging, timely, and easily accessible content
- Use GSuite & Adobe Creative Suite to create, edit, and produce content
- Collaborate on the daily operation of the website, including maintenance, adherence to brand and regulatory standards, and continuous, daily updates
- Collaborate with the marketing team and/or contractors to convert implementations into WordPress, HubSpot, email templates, landing pages, social media, digital channels, and campaigns
- Uses Adobe Creative Suite to create, edit, and produce content
- Work efficiently and effectively with various teams across the organization on several projects simultaneously to support conceptual content with clear and concise digital assets while adhering to competing timelines
- Stay current and up-to-date with marketing trends and technology and constantly look for ways to improve and push solutions forward
- Maintains electronic files and assets in GSuite, HubSpot, and Basecamp
- Self-motivated, able to manage and meet deadlines
- May perform other duties as assigned

Qualifications

- Bachelor's Degree or equivalent preferred, but not required
- Demonstrated content portfolio
- SEO proficiency
- Knowledge and ability to work with WordPress sites
- Basic knowledge of UX/UI, traffic tracking system, e-commerce, plug-in, and app integrations
- Proficiency with HTML, CSS preferred
- Basic graphic design skills preferred
- Experience with video production
- Understanding of social media and digital advertising
- Knowledge of GSuite and Microsoft Office Applications
- Basic knowledge of Google Analytics, Ads, and Tag Manager reporting, preferred
- Knowledge of HubSpot preferred
- Knowledge of Basecamp preferred
- Strong conceptualization ability, strong written and visual communication
- Ability to work on deadlines
- At ease of learning new technologies
- Part 107 or UAS experience not required but preferred

How to Apply

Please submit your **cover letter and resume** to amy.wiegand@droneup.com.