



Marketing & Communications Manager

Full-Time Contract Position

StarChase, LLC is a GPS tagging and tracking company. The company has designed and developed patented technology designed to mitigate the inherent risks of high-speed pursuits. This is an opportunity to work for a ground-breaking company that has recently been featured on **CBS News, ABC News and Live PD**. The company sells to local, state and federal law enforcement agencies worldwide.

Position Summary:

The position is responsible for managing all aspects of the company's marketing and communications initiatives. This is a 12-18 month full-time contract with potential for extension. The position reports to the Chief Operating Officer (COO) and works collaboratively across departments. Support staff and/or outsourced resources report to this position.

Communications Responsibilities:

- Partnering with Federal, State and Local Public Information Officers and Program Managers on media guidance and developing news stories.
- Lead and manage trending news related to in-market events.
- Draft corporate announcements and pitch stories.

Social Media Responsibilities:

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Generate, edit, publish and share daily law enforcement related content that builds meaningful connections/engagement and encourages community members/influencers to take action.
- Optimize company pages (Twitter, Facebook, Google+, LinkedIn, Pinterest, Instagram)
- Grow followers annually 15-20%.

Marketing Responsibilities:

- Create and monitor annual marketing performance plan and supporting budget.
- Employ marketing analytics techniques to gather important data using Sprout Social, Google Analytics, Hubspot and Alexa.
- Excels at digital strategy including SEO, Google Ads and related analytics surrounding retargeting and geotargeting.
- Lead the logistics and execute key trade shows, demonstrations and other events.
- Manage Wordpress website in combination with in-house resources.
- Work with copywriters and graphic artists to create marketing and sales literature, both print and digital.
- Place and negotiate digital and print media buys within the vertical channels.

- Create and measure email campaign results and work with business development team to convert leads into customers.
- Introduce new tools to drive sales and link marketing such as Pipedrive, Zopim and Woofoo Forms.
- Build and proof powerpoints.
- Work with key industry stakeholder organizations for co-operative marketing efforts.

Position Requirements:

- Degree in communication and/or marketing
- 3-5 years experience within a vertical market
- Prior Military or Law Enforcement experience a plus
- Proficient in Microsoft Office including PowerPoint, along with Adobe Acrobat, Campaign Monitor and Publisher
- Proficient corporate writing and editing Skills
- Exposure to trade show management
- Candidate must be able to lift 35-50 lbs.
- Team player that can succeed in an entrepreneurial environment
- Excellent interpersonal and communication skills

Benefits Available:

- Health, Dental, 401-K, Life, Accident and Disability