



Job Title: Digital Marketing & Communications Associate

The Company:

StarChase, LLC is a Virginia based company that provides ground-breaking GPS tagging and tracking solutions to local, state and federal law enforcement agencies worldwide. The chosen candidate will work for a ground-breaking company whose products have been featured in *The Today Show*, *USA Today* and *ABC News*.

Job Description:

Click, share, like! We're looking for a driven digital marketing and communications associate. This a fulltime position and the ideal candidate will have a strong ability to problem solve, multi task, work independently and collaborate with others.

The Digital Marketing & Communications Associate reports directly to the Marketing & Communications Manager and is responsible for supporting various aspects of the company's initiatives listed below. The position is based in the corporate offices in Virginia Beach, VA.

Position Summary:

The Digital Marketing & Communications Associate manages all public-facing materials that supports the company's mission, goals and objectives. The position is responsible for various aspects of the company's marketing and communications initiatives. In addition, there may be other clerical jobs that the assistant will become involved in on an "as needed" basis.

Responsibilities:

- Deliver effective marketing strategies to ensure success of the sales process; collaborates with internal departments on projects and assignments
- Develop innovative strategies to increase lead volume and decrease cost per acquisition
- Update social media channels including Facebook, Google Plus, Twitter, YouTube, and blog
- Support the Marketing & Communications Manager with developing literature and e-marketing campaigns
- Help Marketing & Sales develop digital and print advertising campaigns
- Work with key industry stakeholder organizations
- Track related industry news, research and analytics with Meltwater Intelligence
- Draft press releases and pitch stories
- Create, maintain and optimize campaigns in Google AdWords, and paid social platforms
- Plan and place media with trade publications, manage and develop marketing calendars
- Assist in all facets of event coordination, including ordering booth materials, creating mailing lists, coordinating promotions, and organizing and shipping show materials
- Perform other administrative duties and specific projects, as assigned at the discretion of executive management



Requirements:

- Full-time availability
- Understanding of and experience with implementing and measuring best-practice social media marketing programs
- Familiar with marketing research, media relations, community outreach and strategic planning
- Have a solid understanding of Google Analytics with the ability to analyze and interpret GA data, understand conversion goals, track performance, review paid search impact on other channel traffic and conversion metrics
- Ability to use WordPress to post content and apply basic SEO principles
- Advanced Microsoft Office proficiency including Outlook, Word, Excel, and PowerPoint.
- Knowledge of Adobe Photoshop, Publisher, Illustrator or other graphic design programs is a plus
- Must have excellent proof reading, verbal and written communication skills
- Willingness to take initiative, think creatively and solve problems
- Ability to function well in a fast-paced environment; prefers challenges, new ideas and future focused atmospheres
- Familiarity with social media applications and best practices (Blogs, Facebook, LinkedIn, Yelp, Twitter, YouTube)
- Excellent team liaison skills
- Ability to set KPIs and monitor email performance data
- An understanding of basic marketing principles
- A strong passion for marketing automation and digital marketing
- Comfort with communicating with internal partners and external partners at all levels; solid professional interpersonal, oral and writing skills
- Travel required: 10%-15%

Qualifications:

- BS or BA in Marketing, Communications or other related fields preferred. Associates in corresponding courses will be considered.
- A minimum of 3-5 years of experience in a marketing role
- Proficient in social media monitoring, content management, and distribution tool usage
- Proven experience with media intelligence and social monitoring software
- Demonstrated skills showing initiative, personal responsibility and accountability
- Crisis communications experience a plus
- Ability to handle multiple tasks simultaneously and maintain composure under pressure in a fast-paced environment while meeting deadlines

Compensation:

- Pay is commensurate with experience.



Posting Expiration:

This position will remain open for an average of 30 days, unless filled previous to then.

Interested candidates submit resumes and salary requirements to: careers@starchase.com

[Please no phone calls.](#)

StarChase provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.