



JOB DESCRIPTION: MARKETING SPECIALIST

EndRun LLC is a technology consultancy dedicated to direct collaboration with DoD mission partners to develop technology solutions to solve real National Security challenges. Our programming includes critical technology & venture creation, lab-to-market commercialization, and direct funding and contracting support to develop prototypes, training and support for entrepreneurs and the tech workforce needed to ensure these startups and our mission partners succeed.

We are seeking a Marketing Specialist to join our team. The Marketing Specialist will be responsible for executing marketing campaigns, driving brand awareness, and supporting the overall marketing strategy. The ideal candidate will possess a creative and analytical mindset, strong communication skills, and the ability to manage multiple projects simultaneously. Specific responsibilities include:

- Develop and implement marketing campaigns across various channels, including digital, print, and social media.
- Develop and execute social media strategies to increase engagement and maximize attendance at events.
- Create engaging and relevant content for marketing materials, including blog posts, social media updates, email newsletters, and website content.
- Create and manage email marketing campaigns, including list segmentation, content, and performance analysis.
- Coordinate and manage online and offline advertising efforts, including pay-per-click (PPC) campaigns, social media ads, and traditional media placements.
- Conduct market research to identify trends, customer needs, and competitive analysis.
- Develop strategies to increase brand awareness; ensure all marketing materials and communications adhere to brand guidelines and maintain a consistent brand voice.
- Optimize website content for search engines (SEO) and manage search engine marketing (SEM) campaigns.
- Analyze campaign performance data to measure effectiveness and ROI and provide insights for optimization.
- Gather and analyze customer feedback to inform marketing strategies and improve customer satisfaction.
- Work closely with other departments to align marketing efforts with organizational goals.
- Assist in managing the marketing budget and track expenses to ensure campaigns stay within budget.
- Prepare regular reports on marketing activities, campaign performance, and market insights for management.

The Marketing Specialist will be called upon to provide the above support for EndRun LLC, the Southwest Mission Acceleration Center, and the companies that receive consulting support services from our organization.

In addition to possessing experience with each area of responsibility listed above, the Marketing Specialist will have the following skills:

- Strong communication skills, both written and verbal
- Excellent analytical and problem-solving skills
- Strong decision-making skills
- Ability to prioritize multiple projects at one time
- Comfortable with a minimal amount of direction and high expectations

Successful candidates applying for this position will also have the following:

- Bachelor's degree in marketing, communications, or a related field
- 5-7 years of on-the-job experience
- Digital marketing certification(s)