

Job Description

Requisition ID#:

Job Title: Marketing Specialist

Business Unit: Business Development

Home Department: Marketing

Location: Fully Remote

Reports to: Chief Revenue Officer

FLSA Status: Exempt

Type of position: Full-time

Job Summary:

At Rogue Space Systems, we count on our team to solve complex business problems with creativity and passion, always looking to learn something new and build our legacy. Our Marketing Specialist will join us in this mission, with a focus on brand expansion and preservation. Together with the Leadership Team and Business Development, you will help shape and facilitate the execution of the current corporate vision for our brand and messaging ensuring that our publicity and our voice in the market is consistent with our vision, target audiences and values.

Responsibilities can include any of the following as required but not limited to:

- Conduct thorough market research to identify potential business opportunities and analyze competitor activities, offering actionable insights to inform strategic decision-making.
- Conduct comprehensive market research to identify competitive trends, potential opportunities, and customer needs, providing recommendations to leadership for improvements to offerings and positioning.
- Plan and execute strategic sales and marketing campaigns with minimal supervision and in collaboration with the CRO.
- Develop and maintain brand guidelines, including tone, messaging, and visual identity, to ensure consistency across all marketing materials. Establish and execute a social media strategy, including content creation, audience engagement, and community management.
- Provide expert recommendations, oversee, and/or execute updates to website, social media, and sales processes to ensure alignment with marketing objectives.
- Collaborate with cross-functional teams, including engineering and sales, to align messaging and strategies with company goals.
- Plan and execute campaigns for corporate promotion, Sales and launching of new product lines with ownership of campaign strategy, performance metrics, and ongoing optimization.
- Coordinate the production of marketing collateral, such as brochures, presentations, and press releases.
- Support in research, coordinate, and attend conferences with a focus on representing the company, networking, and securing marketing opportunities. Other duties as assigned by the CRO to support overall marketing and business development efforts.

Interpersonal Skills and Responsibilities:

- Must be interested in and excited by the prospect of working as part of a space start up.
- Must be unreserved and willing to be the contributing subject-matter expert on a multi-disciplinary team for the skills listed in the technical requirements.
- Must be able to work both alone and unsupervised and be engaged with team discussions; unafraid to ask “dumb questions” when clarification is needed, and willing to support others on the team to ensure success.
- Must be focused on the lasting impacts of their work performed.

- Must be driven.
- Must be willing to put ideas above self; no egos but speak truth to power.
- Must be humble and compassionate.
- Must be naturally curious, interested in learning, and willing to seek the truth over biases and assumptions.

General Skills and Responsibilities:

- Able to communicate well in person, over video conference, and in writing.
- Must be legally able to view Export Controlled technical data and Controlled Unclassified Information (CUI) (i.e. a US Citizen or Green Card holder).
- Attention to details AND flexibility.
- Familiarity with Microsoft Office Applications.
- Able to properly estimate delivery times of project milestones; and then manage time meet the stated deadlines.
- Ability to constructively resolve conflict in a way that builds relationships.
- Able to teach and promote best practices and knowledge in areas of your expertise to other disciplines internally.
- Ability to travel as needed.

Education and Experience:

- 3+ years in the space industry or related technical industries.
- 3+ years in marketing research and sales development with a focus on campaign strategy, competitive analysis, content management, and performance reporting.

Additional Eligibility Requirements:

- Background checks will be required for all candidates being considered.
- Certain positions may require the ability to obtain Government Security Clearance.

Working Environment and Physical Demands:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Travel Required: Trade show and conference support as needed

Rogue Space Systems Corporation provides equal employment opportunity to all applicants and employees. No person is to be discriminated against in any aspect of the employment relationship due to race, religion, color, sex, age, national origin, disability, citizenship status, marital status, veteran status, or any other reason prohibited by law.