



Position Description Marketing and UAS Demo

Position Title Marketing and UAS Demo

Position Description The team member will be responsible for developing, maintaining, and distributing company marketing materials in print, digital media, website, flyers, briefings, blogs and whitepapers that support branding, lead generation and sales of products and services. This includes conducting demonstration flights of a small UAS for prospective customers in the public safety sector, and articulating the benefits and features of the product. This position supports a wide range of responsibilities related to marketing, sales, demonstrations of the UAS product, and customer support.

Essential Responsibilities

- Scheduling and conducting UAS demonstration flights with prospective customers
- Explaining the benefits, features, and capability of the UAS
- Serving customers and providing support after purchase of the UAS
- Developing and implementing a digital marketing campaign to promote the company's emerging e-business service.
- Enhancing brand awareness within the digital space such as maintaining company website as well as driving website traffic and acquiring leads/customers
- Utilizing web analytics tools to measure site traffic to better optimize overall campaigns, email marketing, social media and display and search advertising
- Producing blogs, web content, marketing literature for print and other collateral
- Develop collateral for conferences, business development meetings and publications
- Provide administrative support to management and project leaders
- Navigate decision-making based on the core values of the company, maintaining professionalism at all times
- Plan and complete work in a manner that reflects commitments to and support achievements of quality, environmental, and occupational health and safety goals
- Work on tasks and projects efficiently, independently, and effectively; exercise professional judgement
- Demonstrate clear and effective written and oral communication skills. Able to effectively complete reports and task documents that meet the ASG Team Member Handbook writing requirements
- Maintain currency in relevant job knowledge to ensure ability to execute your responsibilities successfully



- Qualifications/Requirements**
- Part 107 licensed sUAS pilot – Required
 - Education: Bachelor’s degree in related field of marketing, aviation, or web management desired
 - Experience: Minimum of 2 years’ experience in related field desired
 - Knowledgeable in Hazardous Materials response desired
 - Proficient in reading, writing, and speaking the English language

Additional Eligibility Qualifications

ASG will only employ those who are legally authorized to work, and eligible for a DoD security clearance. Any offer of employment is conditional upon the successful completion of a background investigation and drug screen. Ability to travel frequently throughout the year and work beyond normal business hours when required to complete essential responsibilities.

Physical Demands Must Be Able to:

- Travel about 25% on various modes of transportation.
- Lift and carry minimum 25 lbs. frequently to include transporting large cases of UAS equipment
- Able to climb/ squat/ bend/ kneel / twist / turn / reach above shoulder
- Sit and stand for extended periods of time
- Utilize computer keyboard (type) and accessories repetitively and for extended periods
- Maintain accurate visual contact with UAS during flight

Work environment:

Generally works in an office environment. Regularly may be required to perform job duties outside of the typical office setting, i.e. in the field, such as UAS demonstrations

Other

Ensures that all tasks are performed in accordance with the company’s ISO 9001/14001/45001 compliant Quality System Procedures.

The statements included in this job description are intended to reflect in general the duties and responsibilities of this classification and are not intended to be interpreted as all inclusive