



Job Description

ABOUT US

Are You Ready to Work for A Company That Provides Best of Class Enterprise Security Solutions?

Do You Strive for Excellence? Love a Rewarding Challenge? Have What It Takes to Provide Cutting Edge Technology Along with Unparalleled Customer Service? Love Working with a Great Team? If So, You Might Just belong at Aurora!

Aurora Is A Cyber Security Firm Working with Mid to Large Enterprise Customers Nationwide with Ever Growing Cyber Security Needs. The Exponential Growth in Cyber Security Has Kept Us Busy and We're Looking for People Like You to Help Us Grow.

Our Core Competencies Include; Security Assessments, Encryption, Network Security, Endpoint Security, and Data Loss Prevention.

As a Marketing Analyst at Aurora, You Will Be Primarily Responsible for Increasing Customer Engagement and Lead Generation by Managing Various Marketing Campaigns and Creating Viable Strategies. You Will Gather Content to Post on Aurora's Social Media Accounts to Develop Brand Awareness. You Will Be Responsible for Analyzing Data Metrics to Improve Product and Company Status. You Will Work on Building and Engaging the Company's Customer Base by Creating Effective Strategies That Promote Long Term Growth and Success.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop Marketing Strategies for Projects and Campaigns
- Coordinate Program Development and Implementation with Sales Team
- Organize Social Events for Aurora to Increase Sales Opportunities
- Generate Analytics for Websites and Social Media
- Manage Vendor Marketing Funds
- Examine Return on Investment (ROI) From Campaigns
- Present Company Data to Targeted Audiences (PPT)
- Collect Data to Generate Charts, Graphs, And Visuals to Sell the Brand
- Access Customer Feedback for Future Marketing Endeavors
- Post Social Media Content for Aurora
- Send Aurora Email Campaigns Highlighting Strengths in Cyber Security
- Host Webinars to Provide Helpful Information to Clients
- Create Newsletters Highlighting Cyber Security and Aurora's Strengths

TRAINING

Training Will Be Provided on Aurora's Overall Services and Solutions Portfolio with The Expectation That This Role Will Also Help Promote Aurora's Overall Offerings When Possible During Client Engagements.



QUALIFICATIONS

To Perform This Job Successfully, An Individual Must Be Able to Perform Each Essential Duty Satisfactorily. The Requirements Listed Below Are Representative of The Knowledge, Skill, and/or Ability Required. Reasonable Accommodations May Be Made to Enable an Otherwise Qualified Individual with A Disability to Perform the Essential Functions.

EDUCATION AND EXPERIENCE

- Undergrad Degree, Marketing Major Preferred
- 1 – 3 Years' Experience in Marketing

GENERAL ABILITIES

- Knowledge of Basic Marketing Principles
- Must Possess the Utmost Ethical Standards and Trustworthiness by Not Sharing Privileged Passwords, Information and/or Access to Confidential Data to Other Employees or People Outside the Company
- Ability to Communicate Complex Technical Solutions Clearly
- Ability to Plan and Project Manage Campaigns, While Maintaining A Calm, Efficient, Competent, Well-Organized Approach with Staff
- Ability to Organize and Prioritize Work Assignments, Events, and Special Requests in An Unstructured Environment
- Ability to Maintain A Courteous, Professional Mannerism with Clients and Staff at All Times and Work Well Under Pressure
- Excellent Written and Oral Communication Skills
- Ability to Project Friendly, Positive, "Can Do" and Helpful Attitude
- Be A Team Player and Self-Motivated
- Ability to Multi-task and Adjust to Ever Changing Requirements
- Ability to Work Effectively Under Remote Supervision

COMPENSATION

\$35,000.00 to \$ 45,000.00 per year and Comprehensive Benefits Package That Includes Healthcare, Dental, Vision and PTO.

Job Type: Full-time