



Digital Media Marketing Support

Summary

We are seeking a creative individual to assist with marketing and development of our robotics line for *FIRST* competitions and for the classroom.

Responsibilities:

- Develop compelling content for specific media platforms (website, social media, email marketing) to maximize awareness and brand engagement.
- Create digital media and targeted content to augment product web pages
- Work in tandem with our robotics expert to build short-form instructional videos to demonstrate product functionality
- Provide additional support and collaborate with our Marketing Director
- Research and evaluate new and emerging digital technologies including AI media generation
- Assist at robotics events and conferences
- Other duties and tasks as directed by management

Skills:

- Technical understanding of robotics products and platforms
- Creative thinker, problem solver
- Ability to multi-task, prioritize, manage time effectively and work independently
- Strong work ethic with a positive attitude

Education & Experience:

- Proven digital literacy and content development experience
- SEO and social media proficiency
- Familiarity with *FIRST* Technical Challenge (FTC)
- College or Higher, preferably Media Studies

Job Type:

- Full time

Apply: email resume to jeff.mazzone@studica.com