

Ace Forensics

340 Howard Ave.
Des Plaines, IL 60018

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Marketing Specialist

Location: Des Plaines, IL or
Remote
Employment: Full-time

About Ace Computers:

Ace Computers is a leading provider of advanced forensic technology solutions for law enforcement agencies worldwide. Our mission is to empower forensic professionals with the tools they need to solve complex cases efficiently and effectively.

Job Overview

The Forensic Marketing Specialist will play a key role in driving the growth and visibility of Ace Computers' Forensics Division. This role focuses on creating strategic marketing campaigns, generating brand awareness, and supporting sales initiatives. The ideal candidate will have experience in technical marketing, strong communication skills, and a passion for promoting solutions that serve law enforcement and forensic professionals.

Key Responsibilities

- **Content Creation:** Develop and manage engaging marketing materials, including blog posts, case studies, whitepapers, email campaigns, and social media content tailored to the forensic industry.
 - **Campaign Management:** Plan and execute targeted marketing campaigns to promote forensic products and services, ensuring alignment with sales goals and customer needs.
 - **Market Research:** Analyze market trends, competitors, and customer needs to inform marketing strategies and identify growth opportunities.
 - **Sales Support:** Collaborate with the sales team to create sales enablement materials such as presentations, brochures, and product guides.
 - **Event Coordination:** Plan and support industry conferences, trade shows, webinars, and networking events to increase brand awareness and generate leads.
 - **Digital Marketing:** Manage the Forensics Division's online presence, including website updates, SEO, and digital advertising campaigns.
 - **Analytics:** Track and report on key marketing metrics, providing insights and recommendations for improvement.
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Qualifications

- **Education:** Bachelor's degree in marketing, Communications, or a related field.
 - **Experience:** 2+ years in marketing, preferably in the technology, forensic, or law enforcement industries.
 - **Skills:**
 - Excellent written and verbal communication skills.
 - Proficiency in digital marketing tools and platforms (e.g., HubSpot, Google Analytics, social media management tools).
 - Strong project management and organizational skills.
 - Ability to translate technical information into clear, compelling content.
 - **Preferred:** Familiarity with forensic technology, law enforcement markets, or government agency sales.
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Why Join Us?

- **Impact:** Contribute to a team that supports law enforcement agencies worldwide.
- **Innovation:** Work with cutting-edge forensic technology and solutions.
- **Growth:** Opportunities for professional development and career advancement.
- **Collaboration:** A supportive, team-oriented work environment.

Apply Now: Join us in advancing forensic solutions that make a real-world impact

Send applications to careers@acecomputers.com