



WE ARE HIRING:

B2B MARKETING COORDINATOR

Root3 Labs is a small, opinionated engineering R&D firm that helps medical device, aerospace, and defense teams de-risk high stakes hardware. We turn messy ideas into reliable, manufacturable devices in a 7,500 sf prototyping playground.

We're looking for a **B2B Marketing Coordinator** generalist who wants to own our content and marketing engine, not just "post on social." You will work directly with our founder/CEO to turn real engineering work into LinkedIn content, a monthly newsletter, and website updates that bring in the right projects.

If you like technical subjects, dark humor about failed prototypes, and a low-ego team that actually reads the data, you'll probably like it here.

What you'll own:

Content and campaigns

- Plan and schedule LinkedIn posts from our existing templates and playbooks
- Draft, build, and send a monthly email newsletter
- Repurpose content across LinkedIn, newsletter, case studies, and the website
- Keep our content calendar organized and on time

Website and SEO

- Update website copy and pages in WordPress / Divi
- Post new case studies, project spotlights, and hiring pages
- Make basic SEO updates with guidance
- Partner with vendors when we run paid campaigns or larger site changes

Analytics and improvement

- Track simple KPIs for LinkedIn, email, and website traffic
- Report what is working and propose small experiments each month

Events and Operational support

- Help coordinate in-house tours and small events
- Receive occasional incoming calls and order basic office supplies & snacks
- 90% of your week is marketing. The rest is helping the team run smoothly in a small company.

What you bring:

- 3+ years in a b2b marketing, communications, or content role
- Strong writing chops, especially for digital channels
- Experience with LinkedIn, email marketing tools, and WordPress
- Comfortable translating technical ideas into clear, practical stories
- Friendly, curious, and organized enough to keep several small projects moving
- Bachelor's degree in a relevant field
- US citizenship required (NISPOM)

[APPLY NOW](#)

The Details:

- In-person role in Owings Mills, MD with flexible hours
- Salary Range: \$60k-70k/year. Benefits package includes healthcare & dental, paid time off, 401(k) matching, profit sharing, short-term disability, and continuous training & development.

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