

Open Position: Vice President of Marketing

Location: Orlando, FL

Type: Full Time

Seniority Level: Mid to Senior

Reports to: Executive VP of Revenue Operations

Unusual Machines is a drone and drone parts supplier. The focus of the company is on the small and FPV (First-Person View) segments of the drone industry. Unusual Machines has a strong consumer channel and brand legacy as well as substantial growth in a recently launched enterprise sales channel.

Rotor Riot and Fat Share are two of the most respected and recognizable brands in the FPV (First-Person View) drone industry. For years, we've led the FPV consumer market through a curated e-commerce model built on trust, performance, and close partnerships with the best manufacturers and pilots in the business. In addition to our sales channels, we develop and manufacture our own branded products based on our deep understanding of the marketplace.

A year ago, we started expanding that legacy into the enterprise and defense sectors—scaling our own U.S.-based manufacturing and launching a new Made in USA product line designed to meet the exacting standards of industrial, commercial, and government applications. We already have several of our products approved by the Defense Innovation Unit (DIU) and look forward to providing U.S. drone manufactures with parts that meet NDAA and country of origin requirements.

At our core, we are product experts with an uncompromising standard of excellence. That ethos, honed through years of serving the world's most passionate pilots, guides our approach to developing both high-performance gear for everyday flying and mission-ready components for critical operations. Our deep industry knowledge, technical insight, and commitment to quality drive everything we do.

Role Overview

We are looking for a strategic and hands-on Vice President of Marketing to lead our multi-brand marketing efforts. This individual will be responsible for scaling our marketing engine, overseeing brand development, customer acquisition, digital strategy, and community engagement across all platforms. The ideal candidate will bring experience and vision across B2C and B2B channels —driving growth in our e-commerce channels, supporting enterprise partnerships, and shaping go-to-market strategies for customers serving the government and STEM markets. This is a unique opportunity to unify brand and performance marketing across a diverse customer base at the forefront of US made drone manufacturing..

This is a high-impact role reporting to executive leadership, ideal for a data-driven storyteller who thrives in a fast-paced, entrepreneurial environment and understands how to engage technical and enthusiast audiences.

Key Responsibilities

- Lead and develop marketing strategy across the Unusual Machines portfolio
- Own brand positioning, messaging, and visual identity across channels.
- Drive e-commerce growth via performance marketing, SEO, email/SMS marketing, affiliate, and influencer campaigns.
- Manage content marketing, social media, and community engagement initiatives with a strong voice in the FPV and maker communities.
- Analyze marketing performance and customer insights to iterate quickly and maximize ROI.
- Oversee product marketing efforts for new launches, emphasizing differentiation in a competitive hardware market.
- Collaborate cross-functionally with Sales, Product, and Operations to align on go-to-market strategy.
- Recruit and manage a high-performing marketing team as the company scales.
- Represent the company at key industry events, trade shows, and digital platforms when necessary.

Requirements

- 7+ years of experience in marketing leadership roles, preferably in e-commerce, consumer electronics, or enthusiast hardware.
- Deep understanding of direct-to-consumer (DTC) marketing and digital performance channels.
- Demonstrated success in brand building, growth marketing, and community-driven engagement.
- Strong analytical skills and experience with marketing metrics, attribution models, and data platforms.
- Exceptional communication and storytelling abilities—both visually and verbally.
- Ability to build relationships and collaborate cross-functionally with Sales, Product, and Operations to align on go-to-market strategy.
- Passion for drones, FPV, maker culture, or technical hobbies is a strong plus.

Preferred Qualifications

- Experience leading marketing in a startup or scaling environment.
- Familiarity with Shopify, Klaviyo, Meta Ads Manager, Google Ads, and influencer platforms.
- Background in hardware product marketing or multi-brand strategy.
- Comfort working across time zones with distributed teams.

Why Join Us?

- Be at the forefront of a fast-evolving industry with passionate users and global impact.
- Lead a brand with massive visibility in the drone community and real room to innovate.
- Collaborate with a tight-knit executive team and make decisions that directly shape our future.
- Flexible work environment with room for autonomy, creativity, and ownership.



Benefits:

- Health, dental, and vision insurance (approximately 80% premiums covered by company)
- 401k plan
- Unlimited vacation time
- Equity incentives through stock options

To Apply:

Please send an email to careers@unusualmachines.com with the subject line:

[Your Name] – [Job Title] Application

Include the following:

- Your **resume** (PDF preferred)
- A brief **introduction or cover note** (in the body of the email is fine) telling us why you're interested in this role and Unusual Machines
- (Optional) Any relevant portfolio links, GitHub, LinkedIn, or work samples

We review every application and will be in touch if there's a potential fit. Thanks for your interest in joining the team.