Marketing and Capture Manager - Defense

Greensea IQ is a world leader in advanced robotic solutions for the ocean. We are a dual-use technology company that has pioneered the use of autonomous systems in critical defense applications and is now transitioning that mature technology to the commercial maritime markets. Greensea has a defense product portfolio called Bayonet that is focused in Mine Countermeasures, Explosive Ordnance Disposal, and Special Operations. Since 2017, we have pioneered the use of autonomous robots and artificial intelligence to create scale and safety in ocean warfare while protecting the warfighter.

JOB DESCRIPTION

Greensea IQ is seeking a Marketing and Capture Manager – Defense to join its Sales and Marketing team. This position will lead defense-focused marketing, strategic capture support, and customer engagement activities to accelerate growth across Greensea's defense portfolio.

The Marketing and Capture Manager will play a central role in identifying, shaping, and pursuing defense opportunities across the Department of Defense, U.S. Navy, Special Operations Forces, and other domestic and international defense organizations. This individual will work closely with executive leadership, sales, business development, engineering, and program teams to develop and execute strategies that position Greensea IQ as a leading provider of autonomous maritime and undersea robotic capabilities.

The ideal candidate will have demonstrated experience in defense marketing, business development, and capture management, with a strong understanding of the defense acquisition environment, government customers, procurement processes, and the competitive defense technology landscape. The candidate will understand how operational requirements translate into acquisition priorities, programs, and funding opportunities and will be able to effectively communicate the value of Greensea's technologies to technical, operational, programmatic, and senior government stakeholders.

This role will be responsible for developing compelling defense-focused messaging, positioning Greensea's capabilities against emerging mission requirements, supporting

opportunity identification and qualification, and leading marketing and communications activities that strengthen customer relationships and advance capture objectives.

The successful candidate will combine strategic thinking, strong communication skills, defense market knowledge, and disciplined execution to translate Greensea's technical capabilities into compelling mission solutions and competitive business opportunities.

RESPONSIBILITIES

- **Strategic**: Work with leadership to develop and execute Greensea IQ's defense marketing and capture strategy. Identify and prioritize defense market opportunities aligned with corporate growth objectives and the Bayonet product portfolio. Monitor Department of Defense priorities, military requirements, acquisition programs, budgets, and competitive activity to position Greensea's technologies for future opportunities. Develop and execute strategies to capture new international business and to expand Greensea's defense business into international markets.
- **Fiscal**: Develop, execute, and manage a fiscally responsible defense marketing budget that optimizes impact and reach while remaining within the parameters specified by corporate leadership.
- **Operational**: Lead defense marketing and capture activities, including opportunity qualification, capture planning, competitive assessments, win strategies, and proposal development. Own Greensea's defense brand, messaging, and market positioning, ensuring technical capabilities are effectively communicated in terms of mission relevance and operational value. Coordinate the development of proposals, white papers, capability statements, presentations, and other customer-facing materials. Work across technical and operational teams to identify and communicate product developments, demonstrations, and company achievements. Identify, contract, and organize an effective team of international representatives to capture new business for Greensea outside of the US.
- **Leadership**: Participate in Greensea's leadership and business development teams, representing defense marketing and capture activities. Collaborate with executive leadership, sales, engineering, and program management to align customer engagement and capture priorities with corporate objectives. Establish performance metrics and report on marketing effectiveness, capture progress, and business development activities.
- **Customer Engagement**: Develop and maintain relationships with Department of Defense, U.S. Navy, Special Operations Forces, government program offices, military stakeholders, defense prime contractors, and industry partners. Engage customers to understand operational requirements and emerging mission needs. Coordinate customer briefings, product demonstrations, military exercises, defense trade shows, conferences, and other strategic engagement activities.

Work with international customers, both directly and through representatives, to expand Greensea's defense business.

- **Growth**: Identify and pursue new defense opportunities, programs, partnerships, and mission applications for Greensea's autonomous maritime technologies. Support the development of strategic partnerships and teaming arrangements with defense contractors and industry stakeholders. Strengthen Greensea's position as a trusted provider of autonomous systems supporting Mine Countermeasures, Explosive Ordnance Disposal, Special Operations, and undersea warfare missions. Develop metrics to quantify and measure Greensea's marketing and capture effectiveness as indicators of business growth. Create and execute strategies to drive business growth through effective marketing and early-stage customer capture.
- **Quality**: Ensure all marketing, capture, and customer engagement activities reflect the highest standards of quality, professionalism, ethics, and integrity. Maintain accurate, compelling, and consistent messaging that reflects Greensea's capabilities, values, and commitment to supporting the warfighter. Ensure, above all else, that Greensea delivers a brand and communications that are of the highest quality, are ethical and kind, and consistent with our values as a company and community members.
- All other responsibilities as reasonably assigned.

REQUIREMENTS

- Bachelor's degree in Business, Marketing, Communications, Engineering, or a related field; equivalent experience considered.
- 5–7 years of experience in defense business development, capture management, strategic marketing, or related roles.
- Demonstrated experience developing and executing capture strategies for Department of Defense or federal government opportunities.
- Demonstrated experience working with international customers and international representatives.
- Strong understanding of defense acquisition, government procurement, defense budgets, and contracting processes.
- Familiarity with U.S. Navy, Special Operations Forces, Mine Countermeasures, Explosive Ordnance Disposal, or unmanned systems preferred.
- Experience developing capture plans, competitive assessments, proposals, and strategic customer engagement plans.
- Proven ability to communicate complex technical capabilities in terms of mission requirements, operational benefits, and customer value.
- Established relationships or experience engaging with government customers, military stakeholders, defense prime contractors, and industry partners.
- Excellent written, verbal, organizational, and project management skills.
- Ability to work collaboratively across executive leadership, sales, engineering, and program management teams.

To apply, please send your resume, salary requirements, and cover letter to careers@greensealQ.com as PDF documents. The candidate must be eligible to work in the United States. This role will require travel. This position is based in Plymouth, MA but hybrid or mostly remote work is a possibility with the right candidate. Annual salary range: $125-155.

Greensea IQ (www.greensealQ.com) is an equal opportunity employer. We offer a casual and fun work environment and provide our employees training and continuing education opportunities. Greensea IQ offers competitive salaries and a complete benefits package, including full health insurance, 401(k), and paid vacation, holiday, and sick leave.