



Please submit your resume, cover letter, references and a signed [OLEDWorks application agreement](#) to careers@oledworks.com for consideration of employment.

Position Title: Marketing Specialist, Demand Generation
Department: Marketing
Division: Sales & Marketing
Reports To: Director, Marketing
FLSA Status: Non-Exempt

About Us:

OLEDWorks' mission is to empower our inspired customers through pioneering development and manufacture of the world's best and most affordable OLED lighting devices.

Creating world-class, cost-effective solutions requires an entirely new approach that breaks from traditional OLED manufacturing paradigms. With production in Aachen, Germany and in Rochester, New York, OLEDWorks boasts two innovative and complementary manufacturing platforms that deliver affordable OLED solid state lighting panels. OLEDWorks is uniquely positioned to offer volume production while expanding product portfolio to enhance design inspiration.

With a focus on performance excellence, flexibility and responsiveness, OLEDWorks enables our customers to adapt quickly to market demands. OLEDWorks is singularly positioned to deliver OLED lighting engines to our integration partners – the creative collaborators in the luminaire, design, architecture and adjacent markets.

Our team is comprised of global OLED pioneers and manufacturing experts. As key inventors, innovators, and implementers for the processes and equipment that manufactured the world's first active matrix OLED display and the highest brightness light panel, OLEDWorks has significant OLED production experience and unique insight into manufacturing strategies specifically tailored to lighting.

Job Summary: The Marketing Specialist assists with the daily operations and support of the marketing department by fulfilling duties related to generating demand and increasing overall brand awareness. Areas of focus are event coordination and management, creative and strategic customer communications, nurturing campaign implementation and monitoring, and marketing system integration and administration.

Essential Functions:

- Manages the coordination of tradeshow and corporate events to generate demand and increase brand awareness.
- Acts as primary contact for all vendors and ensures that all arrangements are secured.
- Ensures all applicable branded resources and collateral are available to onsite event team.
- Confirms revisions in agendas, room blocks, etc. and notifies corresponding departments in a timely manner.
- Writes, deploys, tests, and assesses email communications with current and future customers.
- Implements and monitors automated nurturing campaigns for current and future customers (email creative, list segmentation, landing page and forms).
- Serves as primary administrator and manager of company's marketing automation solution and become subject matter expert.
- Assists in the creation of email sequences for the Sales team's prospecting efforts.
- Reports on overall program performance to develop understanding for lead lifecycle resulting in higher qualified leads passed to the sales team.
- Aids in internal and external communications in the form of newsletters, announcements, and events.
- Manages OLEDDWorks deliverability and email reputation to ensure best practices are maintained.
- Ensures proper integration between the HubSpot and Salesforce databases to maintain data integrity of both systems.
- Assists in maintaining database health, functionality, and completeness.
- Helps to deepen our relationship with current database members through a multi-channel approach.
- Works on various special projects as assigned by the Director of Marketing.
- Other duties as assigned. Responsibilities and duties may change at any time due to the needs of the organization with or without notice.

Education & Experience:

Bachelor's degree from a four-year college or university in business, marketing, or a related field, or a combination of an Associate's degree and 1-4 years of experience in marketing. Event coordination or related experience of 2-4 years, and email marketing experience of 1-3 years preferred.

Competencies & Skills:

- Proficiency in Excel, and working knowledge of other Microsoft products and internet-based software required
- Experience with CRM required (Salesforce preferred)
- Working knowledge in WordPress preferred
- Communication proficiency, both written and verbal.

- Must have an attention to detail when creating content and proofreading before publishing
- Creative, with a specific eye for design. Graphic design skills a plus.
- Strong reporting skills
- Independent drive for results
- Ability to work as part of a cohesive team
- Adaptability through periods of change and growth
- Ability to multitask based on prioritization and time sensitivity
- High energy, with passion for building businesses and brands
- Customer/Client Focus

Physical Demands & Work Environment:

This position primarily operates within a professional office environment. An individual working in this role routinely sits at a desk and uses office equipment such as a computer, phone, photocopiers/scanners, and other peripherals. This position may require light lifting up to 25 pounds and minimal travel to support sales and marketing related trade shows or conferences at the discretion of the Director of Marketing.