



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

Position Title: Digital Marketing Coordinator
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 Digital Marketing Coordinator assists with the daily operations and support of the marketing department by fulfilling duties related to utilizing social media to educate the world about OLED light and ultimately increase engagement, followers, and connections. Areas of focus are building a strong subscriber base, becoming a digital marketing subject matter expert, using social media to communicate and increase engagement, and creating and promoting OLEDWorks unique content.

Essential Functions:

- Uses, expands knowledge, and stays aware of trends and updates of various social media platforms
- Manages weekly social calendar for consistent communication to increase engagement with followers and connections
- Maintains metrics dashboard and provides regular performance reports
- Analyzes insight data and provides useful feedback on the effectiveness of current social media and digital channels
- Ability to interact with community through comments, messenger inquires, and other interactions and coordinate with internal team members to respond to community members adequately
- Curates relevant content for oledlight.org to drive traffic to the site and increases subscribers
- Optimizes and promotes unique content on social media to drive awareness of OLED light
- Optimizes oledlight.org website to continuously improve Google rankings and drive traffic
- Launches effective retargeting campaigns in Google Analytics, tracks results, and makes recommendations based on your assessment for changes and next steps
- Creates an awesome email newsletter to regularly update oledlight.org subscribers and get them excited about OLED light news and trends
- Assists in administration and management of all other marketing technology solutions used within the department
- 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. Digital Marketing experience of 2-4 years, and social media management experience of 1-3 years required.

Competencies & Skills:

- Proficiency in Excel, and working knowledge of other Microsoft products and internet-based software required
- Experience with CRM preferred (Salesforce preferred)
- Working knowledge and experience in Google Analytics, and campaign management experience 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.