



Please submit your resume, cover letter, and references to careers@oledworks.com for consideration of employment.

Position Title: Specialist, Demand Generation
Department: Marketing
Reports To: Director, Marketing

About Us: OLEDWorks' mission is to empower our customers to make unique products with the world's most advanced, best performing and highest quality multi-stack OLED technology. Creating world-class, cost-effective solutions requires an entirely new approach that breaks from traditional OLED manufacturing paradigms. With production in Germany and in the USA, 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.

Job Summary: The Demand Generation Specialist works closely with Sales and Marketing to create engaging multi-channel programs that generate leads, move prospects through the buyer's journey and deepen our relationship with current database members. The Specialist ensures all leads generated through inbound and outbound channels are vetted and efficiently handed over to Sales once qualified.

Essential Functions:

- Assists in the execution of targeted multi-channel campaigns for lead generation
- Writes emails, individual and in series, for communication with future customers in targeted verticals
- Develops compelling collateral and packaging for targeted direct mailing campaigns, owns the logistical execution of targeted direct mail campaigns
- Creates email templates for the Sales team to use to communicate with their contacts about upcoming events, current promotions, and other relevant topics
- Writes lead nurturing programs to accelerate movement through the demand generation funnel
- Develops lead generation programs utilizing best practices for demand generation to drive successful customer acquisition and current customer upsell opportunities
- Researches accounts to identify target contacts and compile profile information to get them ready for database import
- Collaborates closely with the sales team to understand their targets and lead cross functional strategic programs from top of funnel lead generation to strategic multi-channel ABM campaigns
- Vets contacts that come through inbound channels and passes qualified leads to the sales team with relevant background information that will enable informed follow up

- May create and deploy email workflows, landing pages, and other digital assets in HubSpot required to execute lead generation campaigns
- May own the targeted campaign contact lists including list synchronization between HubSpot and Salesforce, list development, and list maintenance

Education & Experience:

Bachelor’s degree from a four-year college or university in business, marketing, or a related field and 2+ years of experience in marketing, preferred. Lead nurturing, inside sales, or related experience of 2-4 years required.

Competencies & Skills:

- Excellent writing skills are a must
- Experience with CRM preferred (Salesforce preferred)
- Experience with marketing automation, or email software strongly preferred (HubSpot preferred)
- Must collaborate effectively with Marketing and Sales teams
- High communication proficiency, both written and verbal
- Must have a strong attention to detail
- Proficiency in Excel, and working knowledge of other Microsoft products and internet-based software required
- 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 or in a remote office environment. This position offers remote work opportunity, subject to manager approval and/or business needs. 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 to 25 pounds and travel to support sales and marketing related trade shows or conferences at the discretion of the Director of Marketing.

OLEDWorks is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability status, protected veteran status, or any other characteristic protected by law.