



Director of Marketing

Overview

As the Director of Marketing, reporting to the Chief Revenue Officer, you lead a team of exceptionally driven marketers who are as competent as they are creative, and as driven as they are dynamic — trust us, they're that awesome. Based on the company's global goals and objectives, you will develop and implement marketing strategy with an overall goal of building brand awareness, generating demand, and ultimately increasing revenue growth. Your primary focus areas are strategic direction and planning, brand awareness, coordination and alignment with Sales, lead generation and nurturing, content marketing strategy, management of the company's online presence, market research, and providing direction and leadership to the marketing team. Come join our collaborative marketing team and help us grow the Company.

What You'll Do Every Day

You will make data-driven decisions on which programs to launch and content to develop. You will provide direction and leadership to the marketing team and communicate with other members of the Revenue team. You own the OLEDWorks brand identity and drive consistent messaging internally and externally. You will collaborate with Marketing, Sales, and OLED UX team members to develop campaigns, content, corporate collateral, and overall messaging that will generate and capture demand. Every day you will edit content in various formats with the focus of managing brand voice and tone, as well as readability.

You will contribute data and insights monthly, quarterly and annually for the Management Team and Board of Directors' reports and presentations.

Skills You Must Bring

You have a Bachelor's Degree, 7-10 years of experience in digital marketing and demand generation, and 2-4 years of experience managing a team. You have an excellent track-record of driving creative marketing programs and reporting on their results as they relate to lead generation and revenue growth. You have a proficient knowledge of Marketing technology, including marketing automation, CRM, and ABM platforms (HubSpot and Salesforce a major plus). You are skilled in your ability to communicate professionally and engage others, as well as write in a clear, concise and articulate manner. You have proven ability to collaborate productively and maintain positive relationships cross-functionally.

Apply here or submit your resume and cover letter to careers@oledworks.com. If you want to see the more detailed job description, [click here](#).

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.