Thorlabs

Title: Strategic Marketing and Tradeshow Assistant

Location: Newton, NJ

Job Type: Full-Time (Entry Level)

Compensation Type: Hourly

Start Date: ASAP

Job Description: We are looking for an energetic and well organized, Marketing Assistant to support Thorlabs’ Strategic Marketing department in its tradeshow and administrative duties. This position requires a high degree of organization, ability to manage multiple activities in parallel, and willingness to coordinate with engineering/technical staff. The Strategic Marketing and Tradeshow Assistant’s responsibilities include (i) supporting the Tradeshow Supervisor in logistical planning and execution of Thorlabs’ tradeshow strategies and (ii) assisting the Strategic Marketing Manager in organizing and maintaining presentation material, spreadsheets and other reports, as well as compiling documents and data for various strategic projects. Although the location of the position is in Newton, New Jersey, from time to time it may be required to undertake duties at other Thorlabs locations. The Strategic Marketing and Tradeshow Assistant position requires travel to tradeshows within the United States.

Primary Responsibilities:

- Tradeshows
  - Logistics (shipping, booking shows, travel arrangements, etc.)
  - Planning show demos and coordinating with Engineers to have demos delivered on-time
  - Develop creative displays
  - Setup and teardown of Thorlabs’ booth at tradeshow exhibitions
  - Provide support to Booth Staff during exhibitions

- Strategic Marketing
  - Undertake administrative tasks to ensure functionality and coordination of the department’s activities
  - Update spreadsheets, databases, and presentation materials
  - Employ marketing analytics techniques to gather important data
  - Conduct market research to support Thorlabs’ strategic initiatives

Qualifications:

- Bachelor’s degree
- 0-5 Years of experience in marketing, event planning, and/or tradeshows
- Strong organizational and logistical skills
- Strong communications skills, including the ability to create and deliver a presentation/proposal.
- Eagerness to learn about new technologies, applications, and business models.
- Ability to be detail oriented, and solve problems, all while under time constraints
- Proficient in Microsoft Office including PowerPoint and Excel
- Approximately 25% travel time

Application Instructions: Please be sure to complete an application on the company’s career site for consideration: https://www.appone.com/MainInfoReq.asp?R_ID=1675101
About the Organization: Thorlabs values its diverse environment and is proud to be an Equal Employment Opportunity/Affirmative Action Employer. All qualified individuals will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status. Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.