

Job Description

Job Title: Technical Content Specialist

Reports to: Marketing Manager

Full-time role

Job Purpose

Support the Marketing Manager with the development of technical and creative marketing content to promote and position the CoolLED range of products and services to customers to meet goals.

Key Interfaces

- Sales Team
- R&D and Product Development
- Agencies
- Customers
- New Product Introduction Team

Other Interfaces

- Production
- Finance
- Office Administration
- Customer Services

We work with interfaces to ensure that their needs and the needs of the role are met.

Direct Reports

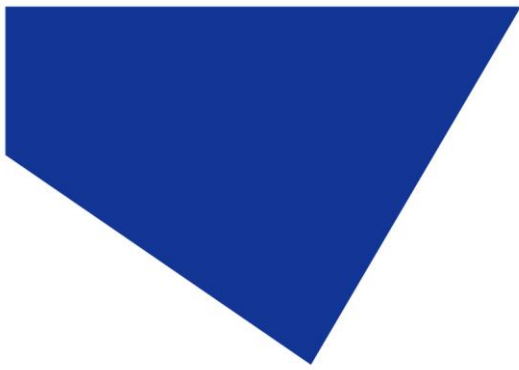
- None

Requirements of Role

- Prepare customer required information about products and services across all formats including data, insight and information on features and benefits.
- Review specifications and key features of a product and match benefits to market needs.
- Monitor competitor product specifications and key features.
- Provide input to New Product Introduction process.
- Provide and Engage with Social Media content and ensure optimal positioning.

Key Tasks

- Write Articles and White Papers and develop Case Studies for publications and e-newsletters.
- Prepare technical marketing presentations.
- Provide content for video production.
- Competitor profiling with analysis to highlight gaps and develop plan to cover such gaps.
- Provide input to and support New Product Development process.



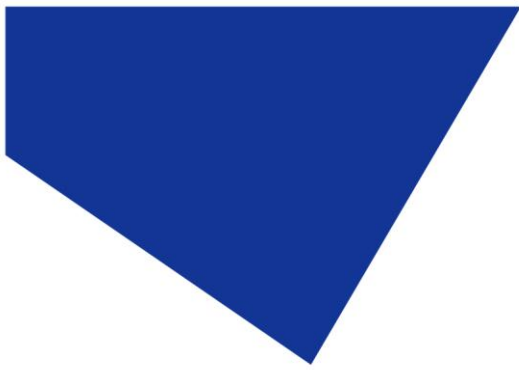
- Support sales pitches, webinars and product training and demonstrations as needed.
- Develop online content e.g. videos, cheat sheets, filter recommendations.

Key Skills

- Knowledge of Imaging and Microscopy.
- Knowledge of Fluorescence techniques and/or Spectroscopy.
- Technical Marketing across all media.
- Develop written content in a creative and/or academic format.
- Ability to evaluate and articulate customer benefits of products and services.
- Understanding of social media trends, use and content development.
- Commercial awareness and understanding of Sales processes.

Key Attributes

- Attention to detail
- Ability to present verbally and in writing
- Conscientious and reliable
- Confidence
- Flexibility and adaptability
- Proactivity
- Ability to Travel abroad



Core Competencies

Competency	Level	Description
Adaptability	2	Adapts priorities
Communication Skills	3	Communicates through various media
Customer Focus	2	Takes responsibility
Innovation and Creativity	3	Creates new ideas for the Company
Interpersonal Skills	2	Understand verbal and non-verbal 'message'
Self Development	3	Understands and actions own development need
Teamwork	2	Involves Others

Job Competencies

Competency	Level	Description
Information Seeking	3	Develops systems
Initiative and Proactivity	3	Thinks well ahead
Planning and Organising	3	Plans ahead
Relationship Building	4	Builds a network of contacts beyond the Company
Results Orientation	3	Improves own performance
Technical	2	Share technical and professional expertise