



Technical Marketing Engineer

Semiconductor devices provide the foundations on which progress in the technology sector are enabled. From Smartphones to Artificial Intelligence, 5G communications to autonomous vehicles, all are made possible through advances in semiconductor processes. Scaling these processes requires sub-nanometer measurement of increasingly complex 3D structures to enable more powerful devices. At **Infinitesima** we have pioneered a revolutionary atomic precision 3D metrology technology which has been qualified by leading companies in the semiconductor industry and we believe is essential for continued progress. To quote Lord Kelvin, *'If you can't measure it you can't improve it!'*. Come and join our dynamic team to enable the semiconductors for tomorrow's technological developments.

Do you have experience in Applications or Marketing, we currently have an exciting opportunity for a Technical Marketing Engineer to join our Marketing team.

The prime function of the role is to provide leadership and technical direction for the business/engineering team to ensure that products are developed to meet or exceed customer requirements.

Location: Abingdon

Reporting to: Product Marketing Director

The Opportunity:

The position of Technical Marketing Engineer is to own the technical communication of product benefits and champion the products value proposition. The individual is required to understand the customer's key use cases, the applications for the Infinitesima products, and overall market landscape, including competitor positioning and key application areas. The role is a client facing role, working directly with customers to understand their problems, and how our Infinitesima's tools can best be applied, ensuring that new learnings are communicated effectively across the customer base. Internally, the role will require close interactions with Product Managers, Sales, Applications and Engineering.

Key Responsibilities:

- Develop product and solution positioning, messaging by prospective buyer role, and ways to overcome competitive objections
- Develop and execute go-to-market plans and ensure internal organizational readiness
- Review, edit and approve external facing technical reports, providing narrative and guidance where required.
- Develop technical product content such as white papers, demonstration videos, sales presentations, brochure content and company website.
- Competitor analysis and ownership of the competitor knowledge database
- Support development of the communications plan
- Attend and where relevant present at trade shows and conferences, and support sales activities through presentation of product capabilities
- Communicate effectively with a diverse set of global peers and customers.

Personal Qualities:

- Strong evidence of prior marketing experience, producing collateral and development of marketing messaging based on customer requirements, and technical reporting
- Experience of Semiconductor metrology, within an applications or marketing role.
- Excellent written and verbal communication skills to interact effectively with both technical and non-technical personnel
- Commitment to staying updated with the latest industry trends and technologies
- Familiar with segmentation strategies, positioning and competitive analyses.
- Ability to build and develop excellent relationships at all levels, internally with company colleagues and externally with customers/suppliers.
- Excellent organisational, time management, decision-making, strong influencing and negotiating skills.
- Completer / finisher mentality to deliver strategy fulfilment through sound tactical implementation.
- Tenacity in achieving objectives to deadlines.
- Excellent analytical skills - the ability to assimilate and analyse base data and provide commercially sound and viable business solutions.
- Goal focused, reputation for delivery and a passion for service excellence.
- High energy levels to execute business decisions.

Education / Qualifications:

- Bachelor's Degree - Physical Sciences, Engineering discipline or equivalent and relevant professional qualification

Professional Skills/ Abilities:

Essential

- Experience at an international level in Infinitesima core technology areas, either Semiconductor Industry, Atomic Force Microscopy, or Scientific Instrument based
- Applications or Marketing experience

Preferred

- Knowledge of working with/supporting global semiconductor end-users.

Benefits:

In addition to a competitive salary and an annual bonus. Infinitesima offers flexible working hours, hybrid working, 25 days annual leave, death in service and private health care benefits, personal pension contributions of 4% with salary sacrifice and a generous EMI Share scheme.

All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, sexual orientation, gender identity, national origin, or disability.

Note to recruitment agencies: Infinitesima Ltd only works with approved agencies and does not accept unsolicited agency CVs. Please do not submit candidate details in response to this advert, or to any Infinitesima Ltd employees. Infinitesima Ltd is not responsible for any fees related to unsolicited CVs.