



NORBAR TORQUE TOOLS LTD JOB DESCRIPTION

JOB TITLE: Marketing Applications Engineer

RESPONSIBLE TO: Marketing Manager

OVERALL PURPOSE OF THE JOB:

To become the focal point for the transfer and sharing of Norbar applications knowledge and ideas.

KEY TASKS:

1. Manage the creation and maintenance of applications and “where used” databases for the purpose of sales and distributor development.
2. Working closely with the Sales Department, Sales Engineers and distributors, produce application case studies and share these via our website and other means as directed by the Marketing Manager.
3. Support the Marketing Department in writing technical literature and provide technical input to other marketing media such as video material.
4. Provide outline drawings and technical data for use in marketing materials. Produce photo quality rendered images from CAD files.
5. Maintain a database of competitors’ equipment ensuring that we can rapidly compare our products with others on the market.
6. Manage the purchasing of competitors’ equipment for benchmarking purposes. Work with the Engineering Manager to ensure that trials are carried out and that resulting reports are filed and shared appropriately. On occasions, to provide a resource to assist with product testing.
7. Maintain a folder of technical presentations for distributors, customers and employees. On occasions, produce technical presentation and update existing material.
8. Maintain and manage our stock of demonstration equipment, ensuring best availability and timely return of stock.
9. Participate in project teams as required, such as new product development or product revision.
10. Perform any other duties as specified by the Marketing Manager.