Precision Gear Transmissions

https://www.precisiongear.in/job/marketing-engineer/

Marketing Engineer

Hiring organization
Precision Gear Transmissions Co.

Employment Type
Full-time

Job Location
W-44, Additional, MIDC, 415004, Satara, Maharashtra, India, Maharashtra, India

Date posted
May 27, 2024

About Us
Precision Gear Transmissions Co. is a premier manufacturer of high-quality industrial gearboxes. With a legacy of 12 years, we are committed to delivering precision, reliability, and innovation to our clients worldwide. Our products are designed to meet the highest standards of performance, supporting a wide range of industrial applications.

Job Overview
We are looking for a dynamic and technically proficient Marketing Engineer to join our team. The ideal candidate will have a strong engineering background coupled with marketing expertise, capable of bridging the gap between technical product features and market needs. Your role will be critical in promoting our products, driving market awareness, and generating leads through tailored marketing strategies.

Key Responsibilities

- Develop and execute marketing strategies to promote our industrial gearboxes.
- Conduct market research to identify new market opportunities and customer needs.
- Collaborate with the engineering team to understand product specifications and performance.
- Support sales teams with technical information and presentations.
- Participate in industry events, trade shows, and webinars to promote the company and products.
- Analyze marketing metrics to track campaign performance and ROI.

Qualifications

- Bachelor’s degree in Engineering, Marketing, or a related field.
- Minimum of 2 years of experience in a marketing role within a technical or manufacturing environment.
- Strong understanding of industrial gearboxes and related technology.
- Excellent communication and technical writing skills.
- Proficiency in digital marketing tools and platforms.
- Ability to translate complex technical information into clear, compelling marketing content.
- Strong analytical and project management skills.

What We Offer

- Competitive salary and benefits package.
- Opportunities for professional growth and development.
- A collaborative and innovative work environment.
- The chance to be a part of a company that values precision, innovation, and excellence.

Contacts
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