



Technical Content Marketing Specialist

Type: Full-time, Onsite or Hybrid.

Location: Cork, Ireland.

Exaktera is a global leader in photonics technologies, specializing in industrial manufacturing, machine vision and life sciences. Operating a portfolio of leading brands, Exaktera is dedicated to empowering customer success through the power of light.

In this dynamic marketing position, you will have the unique opportunity to contribute to the growth of the Exaktera brand and the two product brands of Advanced Illumination and ProPhotonix. Reporting to two product brand Marketing Managers (one solid line, one dotted line) and collaborating with the Exaktera marketing team, your role will involve managing brand-specific initiatives while ensuring alignment with Exaktera's messaging and values.

We are seeking a skilled **Technical Content Marketing Specialist** to join Exaktera. This individual will create high-quality, premium technical content for the Exaktera brand and the two product brands of Advanced Illumination and ProPhotonix. Collaborating with the Exaktera marketing team, you will play a key role in producing whitepapers, application notes, and case studies. You will also support our sales teams by developing impactful sales presentations and engaging directly with senior engineers and technical decision-makers. The ideal candidate will have a strong technical background, a deep understanding of industrial markets, and the ability to craft content that resonates across multiple brands.

Primary Duties and Responsibilities:

- Research, write, and develop premium technical content such as whitepapers, application notes, case studies, and technical articles.
- Collaborate with product and engineering teams to extract key product details and translate them into engaging, technical marketing materials.
- Design and develop technical sales presentations tailored to support sales teams targeting senior engineers and other technical stakeholders.
- Work closely with product management, marketing, and sales teams to understand customer needs, industry trends, and application use cases.

- Research and stay up-to-date on trends in industrial manufacturing and related technologies to develop relevant content.
- Collaborate with marketing and sales teams to strategize and prioritize content initiatives.
- Support sales enablement by producing content that directly impacts sales conversations and decision-making processes.

Skills and Qualifications

- 3+ years of experience in technical content writing within an industrial, manufacturing, technical publications, or engineering environment **essential**.
- Bachelor's degree in Engineering, Marketing, Journalism, or a related field. A Master's degree is a plus.
- Strong technical writing and communication skills, with the ability to present complex technical concepts in a clear, concise, and engaging manner.
- Familiarity with industrial products, manufacturing processes, or engineering applications is strongly preferred.
- Proficiency in Microsoft Office.
- Strong attention to detail and a commitment to producing high-quality content.
- Excellent organizational skills and the ability to manage multiple projects simultaneously.
- A collaborative mindset and the ability to work effectively across teams.

Email applications with **Cover letter and C.V** to Jennifer Young, HR Manager at jyoung@prophotonix.com