

26/08/2021

Post: Applications Engineer in Sales & Marketing Department

Introduction

Farran is an internationally recognized leader in the development of cutting edge millimeter-wave components and subsystems. Over its 40 years of existence the company has grown a reputation for pushing the boundaries of technology, performance and reliability, and built a world-class level of IP. The company has been serving both emerging and mature markets; with end-user applications covering Test & Measurement, 5G, 6G, Radar & Remote Sensing and Communications.

Farran is looking for a talented, result-driven professional to work closely with the sales team as an Applications Engineer. You will be providing technical support to Farran's sales team and selling to new prospects as well as interfacing with existing customers and providing assistance with diagnosing and troubleshooting of product related issues. Your responsibilities will include communicating with customers, understanding their needs and matching them with solutions; formulating technical specifications and presenting proposals; diagnosing and troubleshooting technical issues and providing feedback to customers.

You will be working with an organisation that places a great emphasis on well-being at work environment and personal development, with an opportunity to receive financial support for additional training through taught courses, subject to business needs. Farran offers fantastic benefits including half day Fridays, pension scheme and attractive remuneration. It is a rare opportunity to join an organisation that takes pride in its employees and ensures great work-life balance.

Key Responsibilities

The post holder will report to Sales Director and will have the following responsibilities:

- Support sales executives with selling products and solutions into the prospect account base
- Successfully match customer pain/requirements to proposed solutions
- Assist sales in requests for quotations and consult with engineers, production, and other personnel to create a detailed analysis of product costing, schedule of design and manufacture
- Manage the majority of technical aspects of RFQ responses
- Successfully capture product technical information, create and deliver powerful presentations and demos that clearly communicate the uniqueness of the value proposition of solution proposals
- Effectively communicate client needs to the R&D teams for enhancements of existing product and new custom solutions
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- Support marketing executives in creating technical documents and content: manuals, datasheets, application notes, blogs, podcasts and videos
- Collect and document competitive intelligence
- Diagnose and troubleshoot product technical issues
- Research and identify solutions to hardware and software issues
- Talk clients through a series of actions, either via phone, email or chat, until the technical issue is solved
- Escalate unresolved issues to appropriate internal personnel
- Provide prompt and accurate feedback to customers
- Document technical knowledge in the form of notes and manuals
- Maintain jovial relationships with customers

Qualifications

- Bachelor degree in Electronics, Physics or equivalent
- Proven work experience as Sales Engineer
- Solid technical background with understanding and/or hands-on experience in design, manufacturing or testing of RF/Microwave products an advantage
- Ability to diagnose and troubleshoot technical issues
- Ability to provide step-by-step technical help, both written and verbal
- Excellent presentation skills
- Willingness to travel
- Excellent work organization skills and self-motivation
- Proficiency in English is essential, knowledge of a second language an additional asset

Employment conditions

Farran is offering a permanent full-time contract and attractive salary package including Company's Private Pension Scheme. We offer a rare opportunity to join a well-established mm-wave company with a strong R&D history and presence in the market.

An application containing a cover letter and CV should be sent to: sales@farran.com.

