

Job Title Technical Application Engineer

Department Sales

Location Ivybridge Head Office

Reports to Senior International Sales Manager

Company Overview

Motortronics UK is a global leader in the design and manufacture of motor control solutions including energy saving products. Founded in 1982 and based in Lee Mill near Plymouth, we serve industrial and commercial markets across the globe with over 85% of our annual sales exported internationally.

In 2018, the company joined the Motortronics Group, a worldwide organisation with facilities in the USA, UK, St Kitts, South Korea and China. This strategic acquisition has strengthened our global presence and expanded our capabilities, while retaining the agility and innovation of our UK roots.

We are internationally recognised as pioneers in digital soft starter technology and our reputation is built on decades of engineering excellence, customer focus and continuous innovation. Today, we continue to evolve developing cutting-edge products that help businesses improve efficiency, reduce downtime, reduce energy consumption and meet the demands of modern industry.

Joining Motortronics means becoming part of a forward-thinking, collaborative team that values expertise, innovation and a passion for solving real-world challenges. If you're looking to make an impact in a company with a strong heritage and a bold vision for the future, we'd love to hear from you.

Responsibilities

Technical Support & Application Engineering

- Provide pre-sales and post-sales technical support for Motortronics products, with a focus on soft starters, motor control and motor protection solutions.
- Review customer applications and specifications, recommending the most suitable products and technical solutions.
- Support customers, distributors and sales teams with product selection, commissioning guidance, troubleshooting and application advice.
- Respond to technical enquiries in a timely and professional manner, ensuring a high standard of customer service.
- Develop and deliver technical training for customers, distributors and internal colleagues.

Sales & Business Development Support

- Work closely with the sales team to develop and convert new business opportunities.
- Provide technical expertise during customer visits, presentations and specification activities.
- Support the development of key accounts, OEMs, consultants and end-user relationships across international markets.
- Assist with the preparation of technical proposals, quotations and project submissions.
- Articulate the technical and commercial benefits of Motortronics products to both technical and non-technical audiences.

Product & Market Intelligence

- Monitor industry trends, competitor activity, product developments and pricing movements.
- Gather and communicate market feedback to support business growth and strategic decision-making.
- Contribute to business cases for new product development and product enhancement opportunities.
- Act as the voice of the customer by identifying current and future market requirements.

Product Management & Marketing Support

- Support the creation and review of technical documentation, application guides, case studies and product literature.
- Provide technical input for website content, product launches, marketing campaigns and customer communications.
- Ensure technical accuracy across all product-related marketing materials.

Collaboration & Continuous Improvement

- Work collaboratively with all departments to ensure effective communication and a positive customer experience.
- Maintain accurate records of customer interactions, opportunities and technical activities within company systems.
- Participate in industry exhibitions, conferences and customer events as required.
- Travel domestically and internationally, primarily within the EMEA region, to support customers, distributors and sales activities.
- Contribute ideas and initiatives that enhance the company's products, processes and market position.

Experience and Requirements

Essential

- HNC, HND, Degree or equivalent qualification in Electrical Engineering, Electronic Engineering or a related discipline.
- Experience within industrial automation, motor control, drives, motor protection or a related electrical engineering sector.
- Strong understanding of electrical systems and industrial applications.
- Ability to interpret technical specifications, schematics and customer requirements.
- Excellent verbal and written communication skills.
- Strong presentation and customer-facing skills.
- Self-motivated with excellent organisational and time management abilities.
- Proficient in Microsoft Office and CRM systems.
- Willingness to travel internationally as required.

Desirable

- Experience with low-voltage motor control equipment, soft starters, VFDs, MCCs or protection systems.
- Experience providing technical support in an international sales environment.
- Knowledge of IEC, NEMA and relevant industrial standards.
- Experience delivering technical training and presentations.
- Understanding of OEM, distributor and end-user sales channels.

Personal Attributes

- Customer-focused with a proactive and solution-oriented mindset.
- Strong analytical and problem-solving skills.
- Commercially aware and able to balance technical requirements with business objectives.
- Able to work independently whilst also contributing effectively within a team environment.
- Committed to continuous learning and professional development.

Key Success Measures

- Timely response and resolution of technical enquiries.
- Technical support contribution to sales pipeline conversion.
- Customer satisfaction and support performance.
- Quality and effectiveness of technical training provided.
- Accuracy and quality of application recommendations.
- Contribution to product development, market intelligence and continuous improvement initiatives.

Package

Salary	Competitive, based on experience
Start Date	Immediate
Benefits	Private healthcare, contributory pension, life assurance, 25 days holiday + bank holidays
Career Development	Opportunities for advancement within a global organisation