

Technical Marketing Content Specialist

Position summary

A small technology company is seeking an onsite Technical Marketing Content Specialist to modernize its brand presence, refresh outdated literature, and create polished visual content that makes complex products easier to understand. The primary function of this role is marketing support with an emphasis on the creation of product photos, short videos, datasheets, flyers, ads, and other customer-facing materials designed to improve engagement and strengthen messaging. A secondary function is sales support. This role is best suited for a hands-on content creator who can work effectively with engineers and scientists, absorb technical content over time, and transform raw input into clear, visually compelling marketing assets.

Core responsibilities

Marketing and content creation

- Capture and edit product photography for use in print and digital formats. Deliverables include product datasheets & brochures, sales presentations, trade show materials, and materials designed for various digital and online platforms.
- Plan, shoot, and edit short-form videos such as product overviews, how-to clips, application demos, and simple training content.
- Design and update datasheets, flyers, ads, brochures, slide content, and other marketing collateral using tools from Adobe® and Microsoft®.
- Refresh legacy literature while adding consistency, reinforcing style guidelines, and reinforcing brand strength.
- Work with engineers and scientists to translate technical details into clear and concise messages for customers and prospects.
- Support website and social content updates as needed to ensure visuals and messaging are current and professional

Sales support

- Provide inside sales support, including routing, distributing, and responding to inbound inquiries; Prepare customer-facing materials. Occasionally: assist at trade shows and other events.
- Assist with product presentations, follow-up communications, and internal organization of sales media materials.
- CRM data entry and organization.
- Other duties assigned as needed.

Required qualifications

- 1 to 5 years' experience in sales and marketing, content creation, graphic design, multimedia production, or similar roles.
- Demonstrated experience generating photo and video content and producing visual materials.
- Proficiency with Adobe Creative Suite®, especially Photoshop®, Illustrator®, InDesign®, Premiere Pro®, or similar software tools.
- Comfort using Microsoft Office® tools for presentations, documents, and sales support materials.
- Strong writing and editing skills, with an ability to simplify and distill technical information for customers.
- Strong organization, attention to detail, and ability to manage multiple projects and deadlines.

Preferred qualifications

- Experience marketing technical, industrial, scientific, or instrumentation-based products.

- Experience producing product-related photographic and video content.
- Experience developing or rebuilding brand standards and style guides.
- Experience supporting trade shows, conferences, or similar customer-facing events.

Portfolio requirement

A portfolio is required. Include examples of photography, video, and marketing materials.