

Application Engineer – Role Profile

Title	Application Engineer
Reporting to	(Senior Application Engineer)
Purpose of the Role	
To play a key role in the sales team by providing effective and innovative concept design solutions and creating professional sales proposals as part of the bid proposals process, ensuring the business remains a market leader in providing industrial automation solutions to new and existing customers.	
Key Responsibilities	
<ul style="list-style-type: none"> Supporting the sales team to define/refine requirements and conceptualise design solutions, that highlight the features and benefits of the offer, to improve the win probability. Production of 2D and 3D CAD models to depict the proposed concept designs. Conduct of analysis/modelling to determine performance of proposed solution. Contribute to the preparation of a statement of compliance against customers' User Requirement Specification. Identification of risks and assumptions in relation to the proposed design. Ensure the concept design solutions are cost-effective and deliverable within the customer timescales. Attending meetings with the customer to achieve the objectives stated above. Support the sales team by preparing compelling proposals that highlight the features and benefits of the offer, to improve the win probability. Ensure that all the customers' requirements have been addressed and responded to in the proposal and that the proposal as written is consistent with the cost estimates. Working with key suppliers for essential proprietary items and bought in machine modules. Preparation of drawings/graphics to illustrate the solution – this includes incorporation of 3D CAD images and 2D layout drawings. Establish an effective working relationship with the sales, mechanical, electrical and controls engineering teams. 	
Key Skills	
<ul style="list-style-type: none"> Experience in industrial automation systems. Sound engineering background, preferably mechanical engineering with an understanding of controls and electrical aspects. Strong written and presentation skills, with the ability to convey technical information and selling messages across a wide audience. Ability to express non- or partial compliances to minimise potential for customer rejection of proposal. Training in proposal writing would be an advantage. Highly competent in using Microsoft computer packages, especially Word. Highly competent in any suitable graphics illustration packages. Experience of Inventor, AutoCAD CAD tools is preferred, SolidWorks is acceptable. Strong team-player and ability to work on own initiative. Strong verbal and written communication skills. Strong organisational skills. 	
Qualifications	
<ul style="list-style-type: none"> Minimum HNC qualified in relevant mechanical discipline Inventor, AutoCAD, SolidWorks significant experience 	