



'Ever Researching for a Brighter World'

Job Description – TECHNICAL MARKETING ENGINEER

in our Technical Support and Marketing Team at Nichia Europe GmbH
(Kronberg near Frankfurt am Main)

Summary of Position

The Technical Marketing Engineer (TME) in the Technical Support and Marketing Team connects product capabilities with customer needs through practical technical support and clear communication. Acting as a key contact for customers, sales teams, and distributors, the TME provides tailored solutions, creates technical documentation, and showcases product value across Europe.

Success in this role means providing reliable technical support, enabling confident product implementation, and empowering sales teams with the right tools and knowledge. Customer satisfaction, effective communication, and product adoption are the key measures of success.

Your Key Responsibilities

- **Technical Support & Customer Engagement**

- Serve as the primary technical contact for customers, sales teams, and distribution partners, providing timely and accurate support
- Diagnose and resolve application-specific challenges, including optical performance and driver compatibility issues
- Conduct hands-on product demonstrations at customer sites to facilitate evaluation and adoption

- **Technical Content Development**

- Create and maintain high-quality technical documentation such as application notes, design guides, troubleshooting manuals, and FAQs

- Develop specialized technical content tailored to the European market, with a focus on light source technologies
- **Training & Enablement**
 - Plan and deliver technical workshops and training programs for distributors and key accounts to ensure proper product understanding and usage
 - Support internal teams by sharing technical insights and providing expert guidance on product applications
- **Cross-functional Collaboration & Market Insight**
 - Collaborate with customers and headquarters to define and issue accurate Specification Sheets (Spec Sheets)
 - Collect and analyze customer feedback to identify emerging trends, technical requirements, and opportunities for product improvement
 - Support competitive analysis by benchmarking product performance, pricing, and features
- **Project Tracking & Data Management**
 - Maintain a comprehensive overview of customer projects, tracking key milestones such as design wins, prototypes, and technical issues
- **Compliance & Process Adherence**
 - Ensure full compliance with corporate policies, ethical standards, and office health and safety regulations
- **Additional Responsibilities & Process Improvement**
 - Travel approximately 20% or more within Europe and occasionally to Japan for customer meetings and internal coordination
 - Proactively contribute to the enhancement of internal processes by identifying areas for improvement and implementing solutions to increase efficiency
 - Engage in continuous learning and professional development by staying up to date with the latest technologies, industry trends, and best practices

Supervisory Responsibility

- Not a supervisory position

Reporting

- Reports to: Head of Technical Support and Marketing

Your Qualifications

- Knowledge of **digital electronics, IC design, silicon processes, packaging, and LED and/or laser diode technologies** is a plus
- Strong ability to **communicate technical differentiators** clearly and effectively
- Skilled in **writing and presenting technical content** such as white papers and technical briefs, both internally and externally
- Excellent verbal and written **communication skills** in English; Japanese language skills are a strong asset
- **Customer-focused mindset** with the ability to translate technical specifications into customer benefits
- Solid understanding of **LED technology, drivers, optics, thermal management, and photometry** (e.g., LM-79, LM-80)
- Basic knowledge of **automotive lighting standards** (ECE, SAE)
- **Analytical thinker** with attention to detail and a structured, solution-oriented approach
- High level of **flexibility, self-motivation**, and effective **time management**
- Strong **team player** with the ability to work collaboratively in intercultural and international environments

Your Education and Experience

- University degree in Optical, Physical, or Chemical Engineering required
- 3–5 years of professional experience in lighting, automotive electronics, or microelectronics

Shine with Us – What makes our Technical Support and Marketing Team so bright

- **Technical Excellence** – Join a team of experts at the forefront of innovation in lighting and automotive electronics.
- **Knowledge Sharing** – Grow through mentoring and collaboration with specialists across multiple disciplines.
- **Innovation Impact** – Contribute to next-generation technologies and shape the future of LED and automotive lighting.
- **Collaborative Spirit** – Combine your passion for technical problem-solving with genuine teamwork across diverse backgrounds.
- **Global Collaboration** – Work closely with headquarters and international teams on strategic, cross-functional projects.
- **Empowered Growth** – Enjoy autonomy, creative freedom, and the opportunity to make a measurable impact in an agile, future-focused organization.

Your application

If you are highly motivated and have a distinct ability to work in teams, please send your CV and a motivation letter in English per e-mail to our Human Resources department at Career-Germany@nichia.com.

Please also visit our website at www.nichia.com.