



## Marketing Specialist & Technical Writer (0.6 – 1.0 FTE)

June 2025

PalmSens BV develops, produces and sells portable electrochemical measurement devices and modules for the international market. We develop custom devices and apps on demand for specific markets, like the food industry or point-of-care medical devices. We are a growing, dynamic company with an international customer base and a strong focus on technological advancement.

### Job description:

Without you, our products speak, but no one listens. You make sure PalmSens is visible to the right audience and continue to surprise and delight our existing customers with creative, well-targeted communication. You take the initiative, come up with new ideas, and carry them out yourself. You do creative things based on inspiration and intuition. Your creative approach doesn't go unnoticed — other companies see PalmSens as a benchmark for smart, effective marketing.

### Key responsibilities:

- **Marketing material**
  - Creating compelling product brochures that highlight features, benefits, and applications.
  - Preparing promotional packages for new product launches, tailored to support our global network of distributors.
  - Capturing high-quality product and corporate photographs for use in brochures, websites, social media, and promotional campaigns.
  - Writing press releases that announce new products, partnerships, and company milestones to our client base and distribution network
- **Documentation**
  - Creating clear, engaging product documentation, including user manuals, quick starts, datasheets, and application notes.
  - Writing and improving help file documentation
- **Social Media & Internet**
  - Creating social media posts, such as for LinkedIn and Reddit
  - Managing the YouTube channel
  - Co-authoring on the website, together with web designers for both product pages and SEO pages
  - Sending out newsletters, 4-8 times a year via Mailchimp
  - Organising webinars
  - Monitoring marketing performance in conjunction with sales: what works and what doesn't?
- **Advertisements/Conferences**
  - Working with an external marketing agency on online marketing. Keeping an eye on the budget.
  - Creating advertisement banners for ourselves and distributors
  - You will be responsible for setting up and maintaining a visually appealing and well-organised conference booth. This includes managing banners, promotional materials, and ensuring all items are easily transportable and efficiently arranged



## Requirements:

- **Education:** Bachelor's or Master's level of thinking and working
- **Experience:** At least 2 years of relevant work experience
- **Technical Skills:**
  - Experienced with Adobe Creative Suite (Photoshop, Illustrator, InDesign)
  - Excellent command of the English language, both spoken and written
- **Soft Skills:**
  - Problem-solving mindset with an eye for detail.
- **Bonus Skills:**
  - A graphic design background is a plus
  - Experience with WordPress websites

## We offer:

- ✓ pension and holiday allowance
- ✓ travel allowance
- ✓ options for education and training
- ✓ opportunities for growth
- ✓ an informal and amicable working environment
- ✓ plenty of coffee, fruit and snacks

## How to Apply

If you are passionate about technical writing and marketing, and you want to contribute to innovative electrochemical solutions, we would love to hear from you!

More info? Visit our [website](#) or [LinkedIn](#) page. If you feel you would fit in this team and would like to become a PalmSensee, please send your application (cover letter and resume) to [info@palmsens.com](mailto:info@palmsens.com).

Questions? Don't hesitate to call us: +31 (0)30 2459211