



PANalytical is one of the world's leading suppliers of analytical instrumentation and software for X-ray diffraction (XRD) and X-ray fluorescence spectrometry (XRF). The materials characterization equipment is used for scientific research and development, for industrial process control applications and for semiconductor metrology.

During the last decade PANalytical has added a variety of other analysis techniques to their product portfolio. Optical emission spectrometry (OBLF GmbH, Germany), pulsed fast thermal neutron activation (Sodern, France) and near-infrared (ASD Inc.) capabilities together with XRD and XRF can provide customers with tailor-made analytical solutions for the characterization of a wide range of products such as cement, metals, nanomaterials, polymers and many more.

PANalytical's headquarters are in Almelo, the Netherlands. Fully equipped application laboratories are established in Japan, China, the USA, and the Netherlands. PANalytical's research activities are based in Almelo (NL) and on the campus of the University of Sussex in Brighton (UK). Supply and competence centers are located on two sites in the Netherlands: Almelo (development and production of X-ray instruments) and Eindhoven (development and production of X-ray tubes) and in Boulder, USA (development and production of near-infrared instruments). A sales and service network in more than 60 countries ensures unrivalled levels of customer support.

The company is certified in accordance with ISO 9001 and ISO 14001.

Visit our website at www.panalytical.com for more information about our activities.

PANalytical is part of Spectris plc, the productivity-enhancing instrumentation and controls company.

Sales & Marketing Intern

Job Description

- Identify and grow our leads database in accordance with our business potential and marketing campaigns
- Work with Marketing Manager to craft branding messages and content management as part of nurture campaigns
- Be exposed to full suite of marketing including email, social media, PR and traditional media marketing
- Work closely with Marketing Manager to review data quality, make improvements to nurture campaigns based on their performance
- Work closely with Sales to ensure follow up actions to leads arising from these campaigns
- Assist in all other matters within the Sales & Marketing