

Technical Sales Engineer

Ultrasound Measurement Systems

Location: Dorchester, Dorset (UK)

Reports to: Software & Systems Manager

Type: Full-time, Permanent

About Precision Acoustics

Precision Acoustics designs and manufactures high-performance ultrasound measurement and characterisation systems used by leading research institutions and commercial organisations worldwide. Our systems combine precision mechanics, advanced signal processing, and specialist software to solve demanding measurement problems.

We are a growing, technically driven business and part of a successful wider group, combining the agility of a small specialist company with the stability and support of an established organisation. Individuals have real opportunities to shape both our products and the way we work.

The Role

We are looking for a Technical Sales Engineer to play a central role in developing and managing opportunities for our ultrasound measurement and scanning systems, while contributing to the technical and process maturity of our Software & Systems team.

Working at the intersection of sales, engineering, and delivery, you will collaborate closely with customers to understand their needs, guide opportunities through the sales pipeline, and support internal technical activities including documentation, testing, compliance, and improved agile development practices.

The role will be shaped around the strengths and experience of the successful candidate. We welcome applications from people of all backgrounds and experiences, and encourage you to apply even if you do not meet every requirement listed.

Key Responsibilities

Sales & Customer Engagement (Primary Focus)

- Manage and progress incoming technical enquiries through the CRM and sales pipeline, working closely with colleagues across the business
- Engage with new and existing customers to understand applications, measurement challenges, and technical requirements
- Specify and configure standard and bespoke ultrasound measurement systems in collaboration with engineering colleagues
- Prepare clear, accurate, and well-structured technical proposals and quotations
- Act as a key technical point of contact during the sales process, supported by the wider engineering team
- Maintain accurate records of opportunities, quotations, and customer communications

Technical & Delivery Support

- Liaise closely with software, electronics, and mechanical engineers to ensure technical feasibility and alignment
- Support handover and communication following order placement, helping ensure customer and internal teams have a shared understanding of requirements
- Provide structured, email-based technical support to customers
- Contribute to system documentation, specifications, and customer-facing technical materials

Process & Quality Contribution

- Support and help embed improved agile software development practices, including planning, issue tracking, review, and documentation
- Contribute to testing approaches, validation activities, and compliance-related documentation
- Help improve internal organisation, prioritisation, and visibility of work across projects
- Provide technical input to marketing materials and exhibitions where required

Essential Qualifications & Experience

- Bachelor's degree (minimum) in Physics, Engineering, or a related scientific discipline
- Experience in a customer-facing technical role (e.g. sales support, applications engineering, technical support)
- Strong written communication skills, particularly for technical proposals and documentation
- Ability to interpret complex technical requirements and translate them into practical solutions
- Right to work in the UK

Desirable Experience

- Capital equipment or scientific instrumentation sales
- Ultrasound, motion control, automation, or measurement systems
- Use of CRM systems to manage long sales cycles
- Exposure to software development processes (e.g. agile, version control, testing)
- Experience with software engineering in any language (e.g. LabVIEW, Python, C/C++, MATLAB)

Skills & Attributes

- Well organised, with good attention to detail
- Commercially aware, with a pragmatic and collaborative approach to technical trade-offs
- Comfortable working cross-functionally with engineering and operational teams



- Able to manage multiple opportunities while keeping priorities clear
- Interested in helping a small technical team improve how it works

What we offer

- Competitive salary, dependent on experience
- Company pension scheme and health insurance cash plan
- 25 days annual holiday plus bank holidays
- Patent reward scheme recognising technical innovation