

Product Information Analyst

Provide a service to Burrows and its clients in analysing, assembling and maintaining vehicle specification data. Primary responsibility is to ensure brand content created and used is both product and market correct. Content is used in printed brochures, direct marketing and web and digital based media.

Role Responsibilities

- Create and maintain vehicle specification data for all automotive brands, using client-sourced information
- Produce appropriate vehicle data specifications, to brief and on time, for client approval
- Liaise with the appropriate personnel both within the Company and the relevant client(s) to maintain the flow of information
- Prepare data for up-loading into our internal system for translation and editing by individual markets
- Prepare Variation Content Document (VCD) for sending to National Sales Companies (NSC's)
- Agree with client the relevant brochure artwork variations and captioning requirements for brochures
- Edit and product check copy documents, and to keep maintained with any product changes
- Attend Quality Check meetings for brochure accuracy
- Create and maintain own brand pages of the Central Information Repository
- Liaise with the relevant Art Director to develop a shoot list to incorporate all image variation possibilities
- Mark up visuals for any specific needs (variation patches) using market feedback and/or client-supplied order guide
- Once variations are decided, product check CGI briefs for product correctness
- Where appropriate, product-check vehicles prior to photography (may require off-site visits)
- Create MIS sheets for CGI and Digital team to create assets based off market feedback and/or client-supplied order guide
- Create image asset matrix, incorporating spread thumbnails based off signed-off brochure visual
- Upload image assets to the Burrows Asset Approval Tool
- Maintain asset matrix as and when necessary, to keep image status up-to-date
- Assist Image Library with the Metadata logging of images into Mediabank, and assist with any queries
- Brief in internally-approved CGI asset to Retouching, to assist with any additional work needed (i.e. sourcing references, etc.) on asset, and to product check final asset produced. Once approved, then to commence briefing in any variation imagery
- Assist where applicable, and product check or suggest imagery for use on various digital media (i.e. mobile phone apps)
- Product check configurator output files for correctness

All Staff Responsibilities

- Carry out any reasonable duties as identified by your Line Manager or Team Leader
- Positively represent Burrows to our customers and suppliers
- Ensure compliance with all contractual employment obligations
- Ensure compliance with our ISO standards
- Fully participate in the company's performance Management and development programmes
- Maximise own ability to produce quality work, on time, and to brief, utilising best skills and available technology
- Work in accordance with the company's Human Resources policies and procedures
- Ensure compliance with health and safety requirements

Your Qualities as a Candidate

You will be a detail-orientated, motivated individual with a strong ability to manage multiple projects and tasks autonomously.

You have a pro-active approach to work and are able to work with large volumes of data confidently. You're able to prioritise your workload and work within a team environment.

Essential skills and experience

Personal Attributes

- Confident communicator and able to lead/contribute in client meetings
- Excellent professional telephone and email manner
- Proactive and able to show initiative
- Thorough and methodical work ethic
- Pragmatic approach and calm under pressure
- Analytical thinker, excellent problem solving skills
- Ability to prioritise tasks and manage time effectively
- Ability to retain large amounts of detailed information
- Flexible & adaptable with the ability to juggle multiple & concurrent projects & adapt to changing conditions
- Team orientated
- Able to work overtime as and when required (sometimes on short notice)

Experience & Knowledge

- Previous experience within an analytical/technical field
- Previous experience with the management/use of complex data
- Proven planning and organisational skills
- Proven administration skills
- Excellent interpersonal skills

Qualifications

- PC literate, good working knowledge of MS Office (Word, Excel, Outlook etc.)
- A minimum intermediate knowledge of Microsoft Excel
- Minimum GCSE standard English/Maths, with A-Level or equivalent level of qualification

Advantageous Non-essential experience

- Knowledge of the Automotive Industry
- Knowledge of database administration