

Senior Product Information Analyst

Take the lead on allocated brands to analyse, assemble and maintain vehicle specification data to ensure brand content created and used is both product and market correct. Content is used in marketing materials including printed brochures, direct marketing and web and digital based media.

Role Responsibilities

- Create, maintain, prepare and deliver a variety of task-specific vehicle specifications and data to brief and on time for all Client Automotive brands, using client-sourced technical documentation and complex multi-format datasets.
- Proactively and confidently liaise with appropriate personnel of all seniorities both within the Company and the relevant client(s) to maintain a flow of information to support delivery of the data-led components of projects.
- Identify and extract market- and region-specific vehicle variation data, acting as a point of contact for client and internal technical query resolution where required.
- Attend client meetings to identify, define and advise product and data-led content requirements for new and update-requiring marketing communications.
- Product check copy documents to ensure consistency with vehicle specifications, data and market/region variations, and communicate with required person(s) to ensure their ongoing maintenance.
- Attend multi-stage Quality Check meetings for the purposes of ensuring marketing communication accuracy.
- Create and maintain asset matrices and use them to track market/region specific assets from creation to client approval for multiple artwork variations, incorporating spread thumbnails based off signed-off brochure visual.
- Upload assets to client-facing portals for approval.
- Assist the Image Library with the Metadata logging of images into digital asset management system, and to assist with any queries.
- Brief in new and update imagery for retouching where appropriate and required after CGI and/or Photography has been undertaken, followed by the briefing of further variation imagery when lead assets become client approved
- Assist, when required, with the allocation and planning of Product Information tasks
- Provide support to all other Product Information Analysts in the team

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)
- Ability to learn and understand new processes quickly
- Ambition to learn, improve and exceed daily within your role
- Takes professional pride in the quality and integrity of your work

Experience & Knowledge

- Demonstrable experience within an analytical/technical field
- Experience in the management and interpretation of large, unsorted, and complicated datasets
- Experience of quality checking and/or proof reading technical documents
- Proven exceptional planning and organisational skills
- Proven administration skills
- Excellent interpersonal skills

Qualifications

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

Advantageous Non-essential experience

- Knowledge of the Automotive Industry
- Knowledge of database administration
- Strong educational background within a related discipline, e.g. Maths, Sciences, Statistics or equivalent