

## JOB DESCRIPTION



Section 1: General information	
Job title:	Product Content Administrator (Fixed Term Contract)
Department:	Marketing
Reports to:	Product Content & Brochure Manager
Section 2: PenCarrie's story and purpose	
<p><b>PenCarrie's story:</b></p> <p>With over 30 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 3,500 product lines from over 75 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.</p> <p><b>PenCarrie's purpose:</b></p> <p>The distribution partner that enables exceptional customer success.</p>	
Section 3: Purpose and responsibilities of the role	
<p><b>Main purpose of role:</b></p> <p>An exciting opportunity for an enthusiastic individual to join a dynamic and fast-paced business. This fixed-term role is perfect for a recent graduate or someone with strong administrative skills looking to transition into a marketing-focused position.</p> <ul style="list-style-type: none"><li>• Provide administrative support to the Product Content Team during busy Q3 &amp; Q4</li><li>• Liaise with suppliers and brand partners to collect and update product information.</li><li>• Manage and update digital assets including imagery, spec sheets, size guides, and videos.</li><li>• Select high quality images based on a brief that ensures customers have the best possible browsing experience</li><li>• Assist with website updates for the 2026 product switchover, including proofreading and content checks.</li><li>• Maintain and update the CMS, including collections, filters, and search functionalities.</li><li>• Support the creation of digital brochures and marketing materials.</li></ul> <p><b>Main responsibilities:</b></p> <ul style="list-style-type: none"><li>• Help collate information for team to produce data sheets and ensuring effective capture of information for all systems</li><li>• Record amendments to ensure that information is kept up to date</li><li>• Responsible for asset collation for all images, brand logos and sub-logos</li><li>• Responsible for downloading, filing and naming of all product and model images</li><li>• Select imagery to be displayed on the website according to guidelines</li><li>• Assign product videos to correct products within the CMS</li><li>• Update product attributes within the CMS</li><li>• Update website categories &amp; collections</li><li>• General administrative duties within the team such as sending email communications, scanning proofs, photocopying, setting up and updating excel reports etc.</li></ul>	



Take on any other responsibilities or tasks as requested by your manager as the changing needs of the business require.

## Section 4: Person specification

### Knowledge, skills and experience required:

#### Essential

- Excellent attention to detail & accuracy
- Proven ability to work on multiple projects simultaneously
- Proven ability to work with large amounts of data
- Computer literate and proficient in all programmes in Microsoft Office
- Confident user of Microsoft Excel
- Strong command of English Grammar and spelling
- Excellent time management skills

#### Desirable

- Experience of managing supplier relationships
- Photoshop skills, essentially used for resizing images
- Experience of proof reading
- Garment Industry knowledge
- Experience in a B2B industries and/or software development.

## PenCarrie Values

### We're dedicated to customer success

- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

### We build strong and respectful relationships

- We create a kind, safe and inclusive workplace where everyone feels they can thrive
- We collaborate to find solutions and build ideas
- We build trust in each other
- We're prepared to have the difficult conversations, giving and receiving feedback

### We look forward and embrace change

- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

### We're proud of everything we do

- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

### We grow responsibly





## JOB DESCRIPTION



- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact
- We give back to our communities

### Section 5: Job description prepared by

**Job title: Product Content & Brochure Manager**

**Date: 17/01/25**