

## ***Channel Publishing / PIM Specialist***

***Brady is looking for a “Channel Publishing / PIM Specialist”.***

### ***About the job:***

The Channel Publishing / PIM Specialist is responsible for making product data, that resides correct, complete & consistent within the Product Information Management system (currently STEP), available towards internal stakeholders & external channel partners.

Your main responsibilities will involve:

- Define a channel publishing strategy based on input from your key stakeholders. Ensure efficiency gains & automation are part of your DAT vision. Work with counterparts in regional marketing, master data as well as global master data on the implementation of changes to be made.
- Investigate which industry standards are most relevant within the different regions & markets in EMEA.
- Keep the EMEA PIM STEP up to date with relevant industry standards to ensure publishing in line with channel partners and other market requirements. This includes the integration of classification standards (such as, but not limited to ETIM, ...) within the STEP system and the accurate matching of attributes and master data.
- Ensure we can provide master data exports from STEP in different formats (e.g. BMECat) and work with the different teams and stakeholders on the setup and implementation of new requirements
- Perform regular completeness checks on the delivered data and reach out to responsible colleagues and stakeholders with input and follow-up on status.
- Think about master data improvement areas with a focus on publishing and take initiatives to improve the data as well as the publishing processes. Get back to other master data owners to make changes required to get to overall improvement.
- Set up a process to ensure smooth and timely ‘translation’ of launch information / NPI data into formats that can be used by channel partners and other stakeholders to set up their respective systems.
- Handle regular publishing tasks such as monthly exports from STEP and also specific channel partner publishing exports, addressing individual channel partner requirements.

### ***About you:***

#### **REQUIRED SKILLS AND COMPETENCES:**

- Experienced Excel user with eye for detail; work accurately; act pragmatic;
- Hands on, get things done mentality;
- Work independently and take initiative to continuously improve: turn input and ideas into plans, take ownership of project execution, incl. deadline and milestone monitoring;

- Fast learner & open to eventual new programs (STEP, GoogleMail, Smartsheet,...);
- (B2B) Customer Focus;
- Good communicator;
- Fluent in English, all other languages are an asset.

**EDUCATION AND EXPERIENCE:**

- Bachelor degree, general administration;
- Being passionate about 'data'
- Experience with handling or mastering large amounts of data is a plus;
- Knowledge of a PIM and/or ERP system, preferably STEP and / or SAP is an advantage;
- Experience with classification standards such as ETIM is a nice-to-have;
- Affinity with technical products.

***About (Y)our team:***

The Channel Publishing / PIM Specialist reports to the Channel Marketing manager EMEA. He/She is part of the EMEA Marketing Team that is responsible for the development and execution of the EMEA Marketing Plan, in line with the global and regional IDS strategy and growth initiatives.

The EMEA Channel Marketing Team initiates, determines, develops and executes the European Channel Partner Marketing Strategy in line with the EMEA business objectives of sales growth, with the intention to increase Brady brand awareness within the different market segments Brady is active in and ensure maximum channel partner revenue for Brady within EMEA.

The team is focused on getting all product launches, multi-channel market campaigns, programs, initiatives & marketing communication as fast as possible to our channel partners in a comprehensive way. The main goal is to ensure a smooth go-to-market, whereby it is easy for our channel partners to add our products into their sales portfolio & to implement our pan-European & local MarCom campaigns in support of their own marketing plan & activities.

The Channel Publishing / PIM Specialist will be in contact with internal colleagues from multiple departments:

- Understand from sales which data is required to support their channel partners
- Collect the required data from within the product marketing team, the MarCom teams, master data teams & any other department that might be in charge of providing missing info.
- Work closely with the channel support colleague(s) to align on efficient channel processes
- Liaise with your global counterpart in Brady North-America to see if efficiency gains are possible
- Connect with IT to drive STEP Publishing (automation) improvements

Engaging in constructive collaborations with external partners is also a part of the job:

- Understand which of our data matches the required attributes of our channel partners & therefore be in close contact with the corresponding PIM specialists at our channel partners' side. Also learn from any best practices they encounter in the market.
- Network with standardization committees such as Ketenstandaard in order to influence their classifications such as ETIM as well as their publishing formats such as BMECat.

***What we promise you:***

Brady is an inspiring place to work at. You will be part of a team of professionals, all driven by a desire to innovate and to always improve. Brady offers a challenging environment encouraging out of the box thinking. As such, next to developing new concepts, there is room to re-invent the daily business fitting the varying team competences. Join us and let's build, develop and change the future!

***What's next?***

Send an email, with your CV and a short introduction, to [jobszele@bradycorp.com](mailto:jobszele@bradycorp.com) and you will hear from us.

If this job does not fit your profile but you know someone who might be interested, please give them that chance and share this vacancy.

***About Brady***

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect people, products and places. Brady's products help customers increase safety, security, productivity and performance and include high-performance labels, signs, safety devices, printing systems and software. Founded in 1914, the Company has a diverse customer base in electronics, telecommunications, manufacturing, electrical, construction, medical, aerospace and a variety of other industries.

Brady is headquartered in Milwaukee, Wisconsin and as of July 31, 2019, employed approximately 6,100 people in its worldwide businesses in 33 countries. Brady's fiscal 2019 sales were approximately \$1.16 billion. Brady stock trades on the New York Stock Exchange under the symbol BRC. More information is available on the Internet at [www.bradycorp.com](http://www.bradycorp.com).