



# *Old World Industries*

## **Catalog Specialist**

REPORTS TO: **Technical Manager**

**POSITION PURPOSE:** Responsible for the production and delivery of accurate high quality application data for each product cataloged in electronic, paper and in-house web catalog.

### **DUTIES, TASKS AND RESPONSIBILITIES:**

- Research, collect, and update product vehicle application data
- Proofing of product application data and marketing page layout in paper catalog
- Research and maintain cross reference files for all cataloged product lines
- Update electronic catalog in the following formats: AAIA Legacy, AAIA ACES
- Deliver data in AAIA ACES format to Ecat providers Activant and WHI
- Supply data in the formats as specified by retail customers.
- Research product data & resolve data discrepancies for accuracy
- Integrate data from OE supplier into master application database
- Maintain application database, in-house web catalog, all retail/distributor product catalogs (wiper blades, spark plugs, filters, oil and air filters, antifreeze, etc)
- Respond to specific data requests from retailers through sales or marketing
- Maintain and deliver data for CSK / O'Reilly wiper blade electronic catalog kiosk
- Drive continual refinement and improvements of electronic and printed catalogs
- Stay current with technological changes with in the industry
- Purchase data from Industry sources and integrate into Master catalog
- Work with third party to deliver print ready catalog pages to printer
- Assist with the collection and delivery of PIES content
- Perform other related duties as assigned

### **SKILLS, KNOWLEDGE AND ABILITIES:**

- Experience in catalog application data management in an automotive aftermarket environment
- BA/BS degree in Marketing, Information Technology, or Business or equivalent experience
- Familiar with Automotive OE or Aftermarket industry
- Web catalog experience helpful
- Experience with using /managing Automotive parts catalog database
- Familiar with Product Information Exchange Standard (PIES)
- Proficient software skills needed: Excel, Word, and Access. Publishing software helpful
- Exposure to delivering electronic data in Legacy and ACES formats to e-catalog companies and retailers.
- Superior written and oral communication skills are essential
- Highly organized and detail orientated, ability to meet ever-changing multiple deadlines
- Self-motivated, passionate, and isn't afraid to take ownership of tasks
- Knowledge of vehicle makes and models for US market