



WE NEED YOU

WE'RE LOOKING FOR CONTENT ADMINISTRATOR

LOCATION:

Hybrid Home / Amsterdam Office 1 day per week

WORKING HOURS:

32 hours per week Monday - Thursday

SALARY

Up to €31,860 per annum inclusive of holiday allowance

CONTACT TYPE:

Fixed Term Contract until December 2026

REPORTING IN TO:

Trade Marketing Manager

WE'RE LOOKING FOR DETAIL FOCUSED CONTENT ADMINISTRATOR

We are looking for a detail-driven and highly organised Retail Content Administrator to support the brands Shark and Ninja across their Retail Programmes in the Benelux consumer electronics market.

This role plays a critical part in ensuring our retail partners receive accurate, compelling and brand-compliant product content, assets and samples to enable best-in-class execution both online and in-store. Working closely with marketing, sales and retail partners, you will take ownership of retail readiness from content creation to launch support.

In this role you'll be proactive and resourceful, comfortable navigating multiple systems and stakeholders to gather missing information and ensure nothing falls through the cracks.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

PRODUCT CONTENT MANAGEMENT

- Complete and maintain retail content sheets including product descriptions, technical specifications, and key USPs
- Ensure all product information is accurate, compliant, and aligned with brand positioning
- Adapt content for different retail partner requirements where necessary.
- Coordinate translations where applicable
- Proactively gather required information from multiple internal sources; chase missing details and ensure completeness of content even when information is fragmented across various systems and files

DIGITAL ASSET & MEDIA MANAGEMENT

- Collect, rename, format, and optimise product images in line with brand and retailer guidelines (resolution, file format, naming conventions)
- Manage and maintain organised digital asset folders for retail partners
- Collect and distribute instruction manuals, inspiration guides, and product videos to support launches and ongoing campaigns
- Ensure assets are available ahead of product launch deadlines

RETAIL & SAMPLE COORDINATION

- Coordinate product sample distribution for retail partners, internal stakeholders, and launches
- Track shipments and ensure timely delivery across the Benelux region
- Support retail readiness checks ahead of new product launches
- Act as first point of contact for retail content queries within the region

SHARKNINJA

CONTENT
ADMINISTRATOR

BPG
BRAND PARTNERSHIP GROUP

EVENT SUPPORT

- Support the preparation and execution of the annual Retail Fair hosted
- Ensure booth readiness, including product samples, wall coverings, demo materials, and supporting supplies
- Represent and promote the brands and products during the event
- Coordinate with internal teams to ensure professional and on-brand presentation

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- Fluent in Dutch (min C1) and English (Min B2) (written and verbal)
- HBO (Dutch level) education preferred
- Relevant experience in an administrative, content, or retail support role (ideally within consumer electronics, FMCG, or a fast-paced retail environment)
- A true go-getter, proactive, resourceful, and persistent in chasing missing information across multiple stakeholders and systems
- Strong attention to detail, especially when handling technical product information
- Comfortable managing multiple SKUs and launch timelines simultaneously
- Proficient in Microsoft Office (particularly Excel and PowerPoint)
- Experience with digital asset management systems or retailer portals is a plus
- Understanding of omnichannel retail (online and in-store execution) is beneficial

WE TURN HUMAN CONNECTION INTO BRAND GROWTH