



GUINNESS WORLD RECORDS - JOB DESCRIPTION

Title: Account Manager- Latin America (exc. Brazil)

Reporting to: Senior Account Manager – Latin America

Location: Miami

JOB PURPOSE:

Guinness World Records is looking for an enthusiastic professional who enjoys working with B2B clients, building multi-faceted campaigns, and events infused with the record-breaking community.

The Account Manager is the sole manager of their clients; responsible for consulting, pitching products, negotiating prices, managing requests, and determining the client's needs in line with our services (adjudications, licensing deals, premium products, branded events, etc.).

The Account Manager also makes pricing decisions for licensing our logo and ensuring usage compliance. This person is expected to sustain and expand relationships with past and future customers of GWR in their territory. The role will include consulting with various departments to ensure communication and marketing is consistent across the brand.

PRINCIPAL ACCOUNTABILITIES

- Manage incoming business, brand, agency, school, government and non-profit queries and leads coming from their respective territory.
- Manage adjudication requests received through the website, with appropriate follow up-consulting, pitching, selling, and managing.
- Consult with customers to deliver possible record ideas suitable for the event within the array of all GWR commercial services.
- Proactively reach out to claimants to upsell basic adjudication services and sell adjudication packages and licensing campaigns to prospective new clients.
- Work with the Marketing and Outreach departments to cultivate relationships with past and potential future clients.
- Achieve Commercial Department sales according to the given targets.
- Further develop the commercial business with research, data mining and analysis.
- Build and maintain long-term relationships with third parties for recurring business.
- Participate in business trips approximately 2 times a year or as needed, to Latin America principally Mexico and Colombia.

KNOWLEDGE AND EXPERIENCE

- Bachelor's Degree required
- 2-5 years account management experience in client services or in-house marketing/events

REQUIRED SKILLS & EXPERIENCE

- Bi-lingual in Spanish and English

- Knowledge of Brazilian Portuguese language would be a plus
- Understanding of Latin American business culture
- Comfortable with independent travel
- Enthusiastic personality with a passion for the Guinness World Records brand
- Experience in customer service to both the general public as well as business to business
- Outspoken, articulate and comfortable with speaking in varied situations
- Excellent communicator, both verbally and in writing, in both Spanish and English.
- Self-confident and decisive attitude
- Cultural sensitivity
- Flexible to accept frequent changes and unexpected circumstances
- Passionate and driven about achieving business success
- Ability to manage multiple projects simultaneously

How to apply:

Would you like the opportunity to gain experience from a global brand with a fun, diverse working environment? Apply today!

Please send your resume to HRamericas@guinnessworldrecords.com and include a brief explanation why you'd like to work at Guinness World Records and what your World Record would be! While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.

About Guinness World Records

GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. The iconic annual Guinness World Records book has sold over 138 million copies in over 20 languages and in more than 100 countries since 1955. Additionally, the Guinness World Records: Gamer's Edition, first published in 2007 and part of a growing GWR publishing program, has sold more than five million copies to date. Guinness World Records' television program reach over 750 million viewers worldwide, and the GWR YouTube channel boasts more than one million subscribers, prompting more than 300 million views per year. The GWR website receives 21 million visitors annually, and we engage with over 12 million fans on Facebook.