

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 programme, has sold more than five million copies to date. Guinness World Records' television programmes 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.

Head of Marketing – Publishing & Brand – EMEA & APAC
Permanent - Full time
London, E14

The Opportunity

GWR is seeking a talented Head of Marketing to design, deliver and evaluate the annual publishing and brand marketing plans for the EMEA APAC region. This will be delivered by leading the Marketing team, and working closely with the Head of PR to deliver innovative, engaging plans against clear, pre-determined objectives and KPIs.

The role will require you to have a deep understanding consumer behaviour and media consumption, with particular focus on the kids / youth market and parents, with key responsibility for marketing, protecting and increasing the GWR brand equity and utilising the appropriate touchpoints [digital, social media, partnerships, above the line advertising, retail marketing and events] to devise strategic and tactical brand and marketing campaigns.

This role requires particular focus on the UK, Germany, Australia and MENA and is part of the EMEA & APAC Management team.

As a Head of Marketing some of your responsibilities will include:

1. **Lead the brand and publishing marketing strategy with the UK as a lead territory.**
2. **Lead and manage brand, consumer and product market research.** Create an annual research programme in line with EMEA & APAC overall brand and marketing strategy.
3. **Work closely with the Marketing Manager to manage international licensees.** Deliver regional [UK] marketing plans to international licensees in a timely manner for local implementation.
4. **Establish content marketing discipline through Marketing Executive EMEA APAC.** Plan, coordinate and manage content strategy for EMEA APAC region.
5. **Along with the Marketing Director EME APAC, liaise with Global Product Management Team** act as the main link between Global Product Management and the regional EMEA & APAC team.
6. Oversee the management of Brand Approvals process for EMEA APAC region including both consumer and commercial usage.
7. **Effective management of the Brand and Publishing Marketing team:** Marketing Manager EMEA APAC and Marketing Executive EMEA APAC

The ideal candidate will be able to demonstrate the following:

- Solid marketing and brand experience within media or entertainment sectors
- Deep knowledge and understanding of the UK kids and family market.

- Good understanding of media planning and buying process, including management of media agency
- Strong budget management experience
- Strong team management experience, with the ability to coach and mentor more junior members of the team
- Strong working knowledge of social media platforms, social media best practices and analytics.
- Experience of working with research data and distilling salient points to support initiatives and objectives.
- Highly organised with strong attention to detail
- Ability to prioritise and juggle multiple projects simultaneously.
- Proven track record in problem solving, decisive decision making, flexible to change and adept at communicating

How to apply

Interested in the opportunity to gain experience from a strong brand with a great working environment? Please send your CV and a cover letter that describes your suitability & salary expectations to hr@guinnessworldrecords.com ASAP!

Please note, we will only respond to applications with CV's attached and while we sincerely appreciate all applications, only those candidates selected for interview will be contacted.