

## GUINNESS WORLD RECORDS - JOB DESCRIPTION

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**Title:** Junior Account Executive

**Reporting to:** Head of Commercial Account Services

**Location:** New York City



### JOB PURPOSE:

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At Guinness World Records, we believe that everyone is amazing at something, and that extends to organizations, too. The Account Manager plays a key role in helping our clients drive earned media, boost social engagement and even increase sales by creating PR and Advertising campaigns featuring Guinness World Records titles He/she is part of our commercial sales team, responsible for understanding our customers' needs and providing customized marketing solutions involving our suite of marketing services and products. We work with organizations of all types and sizes- from Fortune 500 companies, to non-profits, to universities, to leading PR and ad agencies.

### We provide four primary services:

1. Account management, i.e. working closely with the client from ideation through contract phase to build a campaign centred around the power of record breaking
2. Creative consultancy, i.e. working closely with our records and marketing teams to choose an existing or new record category that fits with the client's goals.
3. Adjudication, i.e. delivering the official verdict of the record attempt through one of our media and record trained judges (Adjudicators)
4. Utilizing the Guinness World Records (GWR) name and logos as the ultimate stamp of authority in their PR and advertising campaigns. Our clients then amplify their message through promotional videos, on owned social platforms, advertising, TV commercials and retail POS, that feature the Guinness World Records name and logos.

### PRINCIPAL ACCOUNTABILITIES

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- Respond to commercial requests received through the website/phone.
- Conduct timely and effective follow-up with prospects and clients including phone calls, emails and other forms of communication.
- As part of Commercial team, address client questions and guide client through basic application and approvals process.
- With select small business customers, be responsible for the client relationship from initial contact through the record attempt and post-attempt relationship management.
- Support the commercial business with research, data analysis, creating PowerPoint presentations and administrative tasks.
- Assist department in achieving commercial department and individual sales targets.
- Offer occasional administrative support for customers, such as processing certificate orders and printing/mailing GWR materials to clients.
- Attend networking events, conferences and adjudications.

### EDUCATION AND EXPERIENCE

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- Bachelor's Degree Required

- Minimum of one-year experience in sales, preferably in a B2B environment

## **REQUIRED SKILLS & EXPERIENCE**

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- Can-do attitude, creative thinker and a passion for the Guinness World Records brand.
- A minimum of 1 year of sales experience (internship OK), particularly with U.S.-based commercial clients.
- A talent for listening and understanding people's needs and providing appropriate and creative solutions.
- Outgoing, articulate and confident in speaking in front of various audiences in multiple environments, including on phone calls, in-person pitches, and other presentations.
- Excellent communicator, both verbally and in writing.
- Cultural sensitivity.
- Ability to manage multiple projects simultaneously.
- Prior CRM experience, Salesforce preferred.
- Microsoft Office Suite, including excellent PowerPoint skills.

## **KEY RELATIONSHIPS:**

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- VP and Head of Commercial Account Services and team members
- Marketing team
- Records Management Team
- PR Team
- Junior Designer

### **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](mailto:HRAmericas@guinnessworldrecords.com) and include a brief explanation why you'd like to work at Guinness World Records and what your breaking World Record would be! While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.