

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.

**Marketing Director – Brand & Product Management**  
**Permanent - Full time**  
**London, E14**

### **The Opportunity**

GWR is seeking a talented Marketing Director to drive the strategic development of the portfolio of GWR products, for both consumer and B2B audiences.

This will involve working with the Business Unit leader, Professional Services teams and International Sales and Marketing teams, to define the product, positioning, price, promotional strategy, and target market.

This role is also responsible for the global management of the GWR brand, working in conjunction with regional Marketing Directors.

As a Marketing Director some of your responsibilities will include:

- Drive a customer led focus with the marketing team, and intelligently use data and research to drive insight-led decision-making
- Play a thought leadership role in setting the strategic direction and priorities for GWR's marketing function
- Set and define global best practice in terms of marketing planning, execution, and collaboration with sales professionals within each region.
- Working with Business Unit Leaders, devise annual product plans. This includes: product positioning, target market identification and analysis, budgeting, category & competitive analysis and pricing analysis
- Responsible for the Global Brand Approvals process and its adoption and effective implementation in each regional office

The ideal candidate will be able to demonstrate the following:

- Business/ Marketing Qualifications
- 8+ years' experience in a senior marketing position, ideally within an online media or entertainment brand.
- Strong character, ability to deliver commercial results and have a genuine passion for brands.
- Excellent market and data analysis with advance knowledge of CRM and Excel
- Proven product management experience: demonstrated ability to define product strategy and roadmaps, and oversee their implementation.
- Proven project management experience: demonstrated ability to recommend, develop, manage and drive projects to successful completion

### **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](mailto: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.