

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 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 EXECUTIVE, LONDON

Full time

The Opportunity

The Marketing Executive's primary role focuses on the creation, development, implementation and localisation of online content plan and the ongoing management of created content for the EMEA APAC region as well as assisting Marketing Managers in the day to day delivery of marketing strategy and campaigns. The GWR book portfolio includes, but is not limited to: the annual GWR Book, Gamer's Edition and Amazing Animals.

Main Duties & Responsibilities

Digital:

- Work closely with HOM and Content Executive to formulate an online content plan for key countries/regions including UK & Ireland, Australia, Germany while looking to increase monthly digital output, in line with planned global brand and marketing activity
- Work closely with HOM and Content Executive to formulate a social media content plan for PopJam [UK] [EMEA APAC]. Share insight on the PopJam channel including the brands present on the app and their activity to the wider team

Publishing & Brand (B2C):

- Support the Marketing Manager on marketing campaigns across the marketing mix. Support the Marketing Manager on delivering regional marketing plans to international licensees in a timely manner for local implementation
- Managing the GWR UK schools outreach programme including, but not limited to, partnerships, advertising and resource creation
- Work closely with Publishing and Pictures team on the International and UK Intro spreads for Main Book, as well as inclusion of commercial records

Commercial (B2B):

- Supporting Marketing Managers with the creation of case studies for the website
- Collate, translate, upload and archive all digital assets across commercial and consumer campaigns

Candidate Capabilities

- One to two years' experience in a marketing role, ideally in the entertainment [TV, Film, Video Games] world
- Skilled at working effectively with cross functional teams
- Communication and presentation management skills
- Strong understanding of the digital landscape
- Excellent organisation skills and ability to multi task
- Computer skills – Excel/PowerPoint/Word

How to apply

Interested in the opportunity to gain experience from a strong brand with a great working environment? Send your CV and a covering letter to hr@guinnessworldrecords.com.

While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.