

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 Manager, Meetings, Conferences & Events, Leisure and Tourism
New York City
Permanent, Full time

The Opportunity

GWR is seeking a talented Marketing Manager to play a visible, leading role in executing go-to-market plans that will deliver growth in terms of revenue and market share in the US and Canada.

Reporting to the Marketing Director, this role oversees the development and delivery of B2B brand marketing activity targeting the Meetings, Conferences & Events, Leisure and Tourism.

Main Duties & Responsibilities

As a Marketing Manager your responsibilities will include:

- Understand and analyze the Meetings, Conferences & Events, Leisure and Tourism market landscapes.
- Manage the creation and development of B2B marketing activity for the North America region, including but not limited to product positioning, key benefits, pricing and target clients.
- In conjunction with VP of Commercial, review and set Meetings, Conferences & Events, Leisure and Tourism events strategy, by identifying events that are aligned with our commercial sales strategies and include post event analysis on the effectiveness of delivery.
- Forecast and evaluate the cost and performance of go-to-market plans to determine ROI and learnings while ensuring activities are managed efficiently and on-schedule.
- Own and report on the measurements and statistics of marketing activity, working closely with the US Commercial Sales Team and Trading Analysis Manager to analyze campaign performance and update campaign flows for continued optimization.

Candidate Capabilities

- Strong commercial marketing experience including product management, with a demonstrable record of success in translating *global* strategic direction into pragmatic and workable *local* solutions; and ultimately business results.
- Must have significant experience of creating commercial products ranges for the PR and Advertising Industry in the U.S.
- Superb communication skills, both written and verbal with great attention to detail across all levels of business. Can create and deliver effective presentations to executive-level audiences.
- Strong experience in lead generation, data analysis, direct marketing, content & digital marketing and event marketing required.
- Salesforce and PARROT experience highly desirable

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 AmericasHR@guinnessworldrecords.com.

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