

## **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 MANAGER, LONDON**

**Full Time**

### **The Opportunity**

The Marketing Manager's primary role is to develop and implement UK marketing plans for Guinness World Records – Publishing and Brand. This role will also oversee the localisation and implementation of these plans in relevant territories with particular focus on the UK, Germany, Australia, India and MENA regions.

### **Main Duties & Responsibilities**

**Act as a brand guardian and advocate within the EMEA & APAC team:** With EMEA & APAC being a lead region on Brand, this role will be a key member of the Brand Training team, helping to devise materials and training programmes for use and implementation globally.

**Act as the main link between Global Product Management and the regional EMEA & APAC team:** Ensure that information on product strategy, coming from the Global Product Marketing team, is disseminated and understood by the wider EMEA & APAC team.

**Deliver 360 multi-platform, multi-media marketing and creative campaigns across Publishing and Brand:** Utilise market research findings to suggest improvements to product propositions and strategy

**Manage annual budgets:** Keep annual budgets up to date and work closely with the regional PR team to maximise coverage and budget.

### **Candidate Capabilities**

- Demonstrable experience of creating highly effective 360 multi-platform, multimedia marketing and creative campaigns, ideally in the entertainment [TV, Film, Video Games] world.
- Budget management experience.
- Experience of briefing and managing external agencies.
- Skilled at working effectively with cross functional teams in a matrix organization.
- Communication, presentation, negotiation and relationship management skills.
- Excellent organisation skills and ability to multi task. Detail management and data analysis skills.
- 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](mailto:hr@guinnessworldrecords.com)

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