

## **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.

### **PR Manager, LONDON**

#### **Maternity Cover (9 months – starting August 2018)**

#### **The Opportunity**

To manage and execute strategic PR campaigns for GWR publishing titles as well as general GWR brand awareness to encompass high profile media partnerships as directed.

#### **Main Duties & Responsibilities**

- **Plan and execute strategic and comprehensive PR campaigns for publishing programmes** across EMEA APAC, with emphasis but not limited, to the UK. Work closely with the EMEA APAC Marketing team to deliver a joined up, cohesive campaign targeted at children aged 7 – 12, parents and gift buyers, as well as the publishing trade.
- **Day to day management of EMEA APAC book licensee PR teams during key selling period** in close liaison with Publishing Rights & Export Manager and Marketing Manager. Ensuring PR plans of licensees are delivering against agreed objectives.
- **Present plans and results** to wider EMEA APAC team, GWR leadership and GWR London HQ.
- **Line Management of PR Assistant** including workload and priority management and ensuring PDR objectives are met.
- **Day to day management of PR agencies across EMEA APAC**, specifically Germany and Australia, ensuring account managers are equipped with tools they need to achieve best results for GWR. Includes strategic input into objectives, KPIs and quarterly review process.
- **Identify and execute brand building activity** with media partners, influencers and suitable events that in alignment with the EMEA APAC Brand Strategy.
- Assist the PR team and help deliver departmental objectives throughout the year on internal projects as well as consumer facing campaign touch points

#### **Candidate Capabilities**

Desirable

- Experience in kids' and family.
- Publishing, entertainment and / or media background is preferable
- Must have track record of proactively and autonomously planning and executing measurable PR campaigns
- Ability to successfully project manage from inception to completion across multiple projects including events
- Outgoing and collaborative team player. Ability to work cross functionally across the PR department, managing different deadlines
- Ability to manage a budget
- Computer literate – proficiency with 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.