

**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.**

**Publicist, EMEA & APAC  
London E14  
Permanent, Full time**

### **The Opportunity**

GWR is seeking a talented Publicist 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**

As a Publicist your responsibilities will include:

- Plan and produce strategic and comprehensive PR campaigns for publishing programs across EMEA APAC, with emphasis but not limited, to the UK. The successful candidate will have an in-depth knowledge of book publishing publicity, kid's and family media and will be able to deliver creative campaigns which reach our target audience.
- Take an active role in identifying new opportunities by way of implementing and executing brand building activity with media partners, influencers and suitable events that match GWR's thematic publishing portfolio.
- Support Senior Publicist in day to day management of PR agencies across EMEA APAC, specifically Germany and Australia.
- Support Senior Publicist in day to day management of EMEA APAC book licensees during key selling period.
- Support B2B PR Manager to execute B2B/trade PR by way of research, copywriting and assist on responsibilities as directed.
- Assist the PR team and help deliver departmental objectives as a whole throughout the year on internal projects as well as consumer facing campaign touch points.

### **Candidate Capabilities**

- Minimum 2 years' experience in publicity, public relations or journalism
- Experience in Book Publishing PR, kids PR, with media contacts across both areas
- Must be able to proactively and autonomously devise and execute measurable PR campaigns
- Ability to successfully project manage from inception to completion across multiple projects including events
- Reliable, confident and enthusiastic with the ability to communicate well externally as well as with internal stakeholders
- 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? 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.