

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.

**Sales Executive**  
**Permanent - Full time**  
**London, E14**

### **The Opportunity**

GWR is seeking a talented Sales Executive to deliver budgeted English Language revenue through the sale of English language editions of GWR titles by the direct management of UK key account relationships. Research and develop new sales opportunities and relationships.

As a Sales Executive some of your responsibilities will include:

- To manage key UK account relationships in their delivery of English Language product sales and their promotion of GWR publishing product. This will be with support from Head of Publishing Sales (HPS)
- With support of HPS, to model and then forecast order requirements based on retailer/GWR strategy, negotiate terms, manage marketing support and develop bespoke, progressive promotional programmes.
- Work closely with HPS as well as PR and Marketing disciplines as a function of the Sales department to ensure PR and Marketing initiatives drive sales during the key selling periods. This to include POS development and implementation.
- Work closely with Sales and Distribution Manager to ensure stock is delivered to customers on time and invoices are raised accordingly.
- Responsibility for coordination of all weekly sales data by account and rate of sale charts. To liaise with Nielsen and any other sales information services in the collection and implementation of this data and in the upkeep of any contracted services.
- To provide an efficient sales service to all customers and a rapid response to sales enquiries, including the organisation and distribution of all relevant sales material.

The ideal candidate will be able to demonstrate the following:

- Familiarity with UK key account structures and UK market is essential.
- Previous experience in publishing is desirable, notably with Mass Market and High Street channels
- Experience in communication, presentation, negotiation and relationship management at key account level.
- Excellence in systems management, administration, organisation and data analysis.
- Computer skills: MS Office skills essential, in particular Excel.

### **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.