

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.

Senior Content Manager
Permanent - Full time
London, E14

The Opportunity

GWR is seeking a talented Senior Content Manager for setting the vision, defining the plan and coordinating the execution of content on Guinness World Records (GWR) owned media channels. The role will be tasked with creating content for our audiences that bring ideas and stories to life in compelling and contemporary ways.

Based in London working in the Global Marketing team the Senior Content Manager will lead and support all content creators both global and regional, looking after global channels as well as specific EMEA APAC, Japan, China, MENA, US and South American channels.

As a Senior Content Manager some of your responsibilities will include:

- In charge of content strategy and direction on all GWR digital channels. Responsible for governance, process, workflow management, as well as editing and fact checking.
- Making sure content is optimised for each channel and working with the Social media manager, to ensure it is supported on social channels.
- Oversee the production of new web content and content strands for the various Guinness World Records audiences, such as: news articles, case studies, kid's educational and interactive content & book campaign content etc.
- Analyse content and constantly seek ways to improve it. Utilize Google analytics and gain insights from reporting and data sources to inform future campaigns and the creation of new content strands.
- Look for new monetization initiatives and platforms for our content to build revenue streams.
- Encourage submission of UGC content that can be repurposed for our channels.
- Develop the content strategy for a GWR consumer newsletter and lead the execution of regional and non-English versions
- Coordinate content management training for new staff members
- Assist in website projects as required

The ideal candidate will be able to demonstrate the following:

- Excellent proven writing and editing skills
- Excellent knowledge of the following social media channels and the different content requirements i.e. Facebook, Twitter, Google Plus, YouTube, LinkedIn, Snapchat and Instagram.

- Experience in running multi-channel campaigns and managing content calendars for multiple channels
- Excellent oral communication skills and presenting experience
- Incredible attention to detail and the ability to generate innovative and creative ideas
- Experience working with a CMS
- Basic HTMLS skills, good Search Engine Optimization (SEO) skills along with knowledge of mobile and web technology
- Project Management skills
- Previous people management experience

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 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.