

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 3 million subscribers, prompting more than 300 million views per year. The GWR website receives 21 million visitors annually, and we engage with over 15 million fans on Facebook.

Senior Marketing Manager – Creative Solutions

Permanent - Full time

London, E14

The Opportunity

This role involves creating innovative creative campaign solutions for our commercial clients. Working with one of the world's most successful and recognised brands, the Senior Marketing Manager will play a lead role in devising creative campaigns that bring our clients brands and products to life through record-breaking.

As a Senior Marketing Manager – Creative Solutions some of your responsibilities will include:

- Consistently thinking about new, creative ideas to promote and bring our clients brands and products to life through record-breaking.
- Manage the creative brainstorm process, working closely with sales, records management and PR, to create the perfect pitch.
- Create impactful pitch documents which showcase our creative campaigns ideas and ensure our clients fall in love with record-breaking.
- Attending client meetings to promote the power of record-breaking and sell in our creative campaign solutions
- Create sales and marketing tools such as presentations, videos, case studies etc, which will showcase GWR creative campaign solutions to brands and agencies.
- Work closely with Marketing Director and Commercial Sales Director, deliver training to sales team which increases their understand of creative Marketing and PR Campaigns.
- Working closely with Senior PR Manager – Brand to identify campaigns that are suitable for awards entry and work with external client to submit entry.
- Work closely with the Senior Marketing Manager – Commercial, to implement a client feedback strategy including but not limited to client calls and client satisfaction survey.
- Demonstrate a strong understanding of the creative and advertising industry, and be responsible for ensuring the EMEA PAC commercial marketing, PR and sales team are kept up to date on the latest trends, developments and campaigns.
- Excellent research skills - gather information and insight about our clients – their brand, products, market positioning, audience and competitors – to ensure pitches are as relevant as possible.

The ideal candidate will be able to demonstrate the following:

- At least 3-5 years' Experience of working in a similar creative role either within an agency or commercial media owner
- Extremely creative and innovative with strong creative writing skills

- Strong communication skills, able to communicate your ideas confidently to internal stakeholders and clients.
- Demonstrate positivity, energy and enthusiasm for the creative industry and the role. Self-starter with ability to adapt to a rapidly changing environment

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 CVs attached and while we sincerely appreciate all applications, only those candidates selected for interview will be contacted.