

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 Production Manager

New York City

Permanent, Fulltime

The Opportunity

GWR is seeking a talented Senior Production Manager to deliver successful GWR LIVE events and account manage clients to ensure repeat business and GWR brand enhancement. This role will support country managers and commercial teams, while also managing others to positive performance.

Main Duties & Responsibilities

Event Management:

- Clarify the overall aims and objectives of the event
- Ensure that health, safety and insurance regulations are followed
- Create risk assessments for live events
- Research venues, contacts and suppliers
- Hire, train, and educate staff on proper event procedures
- Attend and manage GWR Live events – including set-up, operation and pack down
- Plan budgets and timescales
- Facilitate the approval process for design and use of all event collateral
- Ensure RMT record process is followed for all events

Project Management:

- Oversee the delivery of the client's brief to the highest standard
- Create/Manage scope of work and budgets for the projects
- Enlist internal/external resource as necessary and managing deliverables
- Report and keep time line schedules and records of all events and projects
- Collect and manage feedback from customers to be used to improve processes
- Manage the process by which commercial engages the Live events team

Account Management:

- Maintain strong relationship with key accounts throughout the life cycle of a project
- Ensure clients have a comprehensive understanding of GWR Commercial product range
- Building strong client/supplier/agency/trade press relationships
- Manage partnership relations with Events Agencies across territories
- Train new partners on the GWR brand and monitor quality of their delivery
- Review contracts and operational process for new deals with Commercial
- Assist commercial pre-sale with client project operations – including client meetings

Producing:

- Executive Produce events for the GWR Commercial portfolio

- Produce and operate all internal events for PR and marketing
- Ensure the quality and integrity of the GWR brand is maintained
- Train partners in GWR products and live events and create training videos for these products
- Keep designs up to date with brand guidelines (i.e. in-a-minute and team challenge)
- Develop an online portal for clients to access manuals and collateral

Development:

- Support other department projects which have operational cross-over i.e.
- Develop and run event opportunities with Marketing and Commercial
- Network with relevant agencies / relationship development
- Participate in brain storming sessions and seek solutions through creative tools

Candidate Capabilities

- Knowledge of and experience within the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry
- Minimum 5 years' related professional experience
- Bachelor's degree preferred

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 AmericasHR@guinnessworldrecords.com.

While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.