

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.

**Digital Marketing Executive**  
**Permanent - Full time**  
**London, E14**

### **The Opportunity**

- Contribute to the planning of the yearly publishing campaign
- Support the Head of Marketing and Marketing Manager in the management of external digital agencies
- Work in conjunction with the Digital Content team to brief, write and produce content that maximises publishing campaigns across social channels and websites
- Work closely with the Publishing PR team to amplify earned media activations across owned channels and produce online assets
- Deliver Amazon advertising promotions, report results and make recommendations with the Publishing Sales team and international licensees
- Review the performance of publishing campaigns across the website, Amazon and social channels and compile analytics and recommendations
- Monitor competitor activity on social media channels and update brand competitor watch document

The ideal candidate will be able to demonstrate the following:

- Proven online content creation experience required
- Passionate and knowledgeable about social media and digital marketing
- Experience of the entertainment, media, or publishing market would be beneficial as a high knowledge level will be required
- Working knowledge of content management systems and web analytics platforms
- Experience using Photoshop and /or video edits for social is highly desirable
- Excellent written and verbal communications skills
- Fluency in English essential; knowledge of another European language would be a bonus
- Understand and uphold the core messages for GWR Brand and Products
- Ability to communicate with global offices and multi-cultural teams

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