

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.

**Marketing Manager, Latin America**  
**Full-time, based in Miami, Florida**

**The Opportunity**

GWR is seeking a talented Marketing Manager to support the Latin America team. In conjunction with the Director of Latin America, the Marketing Manager will develop and execute the strategy to drive awareness and revenue around the company's commercial PR, marketing and licensing products.

**Main Duties & Responsibilities**

As a Marketing Manager your responsibilities will include:

- Plan, develop and implement effective-ROI marketing campaigns designed to reach key B2B decision makers.
- Work with marketing and sales teams to generate leads from marketing campaigns, speaking engagements, networking events and capabilities meetings.
- Expand current relationships or partnerships in the appropriate industries, while researching the scope and scale of the industry and media landscape, including trends, companies, agencies and buying cycles.
- Work with Global Marketing team in UK on product development
- Develop product training material for Latin American sales team
- Write content for case studies (obtaining key results and quotes from clients and partners) social media channels, website articles, newsletters and other forms of marketing communication. Create sales and marketing tools such as sales presentations, infographics, tip sheets, ebooks, white papers and other collateral.

**Candidate Capabilities**

- 3-5 years of marketing experience in the PR and/or agency worlds.
- Ability to fluently communicate in English and Spanish, both verbally and in writing; Portuguese a plus.
- Experience managing e-mail, database and content marketing, lead generation, sales support and SEO.
- Comfortable with public speaking, creating and giving presentations.
- Excellent research, data/analytics reporting, copy writing and interpersonal skills.

**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](mailto:AmericasHR@guinnessworldrecords.com).

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