

About Guinness World Records

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.

Public Relations Manager, Latin America, Miami, FL

Full time

The Opportunity

GWR is seeking a talented Public Relations Manager to manage and execute all GWR Latin America PR initiatives including the strategy, planning and execution of media campaigns, oversight of year-round press office and owned media strategy across all business areas and products.

Main Duties & Responsibilities

As a Public Relations Manager your responsibilities will include:

- Develops and executes consumer facing brand PR campaigns for Latin America, including:
 - Create timelines, PR plans, objectives and KPIs
 - Service media partners that are looking to break a record
 - Pitch and set up celebrity certificate presentations
 - Manage GWR talent utilized for Latin American PR events
 - Implement extended & wide-scale proactive pitching year-round in Latin America
 - Liaise with and support book licensees on their media requirements
- Support commercial business with tactical year-round B2B PR support including:
 - Liaise with Latin American commercial clients and manage material approvals
 - Pitch commercial records that are relevant to B2B media in key target industries
- Manage GWR Latin America press office, including:
 - Acting as first point of contact for press, answering press queries and responding to reporters' calls and emails within 24 hours
 - Preparing statements and quotes
 - Maintain and update growing database of media contacts
 - Collate and analyse media coverage to generate internal PR reports
- Contribute to content creation for LatAm GWR owned media
- Work alongside LatAm RMT to identify key records and talent for content and media opportunities

Handle administrative tasks including filing, faxing, mailings, invoice processing, managing product inventory, etc.

Candidate Capabilities

- 4-5 years' experience successfully executing a mixture of PR and media relations deliverables
- Fluent in Spanish and English languages (Portuguese would be a plus).
- Bachelors in Public Relations, Journalism, Marketing, Communications preferred
- Proven media relations skills with demonstrated ability to get meaningful results; strong Latin American media contacts a must

- Excellent communicator, both verbally and in writing for effective daily correspondence
- Strong organizational and time management skills needed
- Comfortable with strategic planning as well as implementing the details
- Ability to work autonomously without prompting
- Proficiency with Microsoft Office applications – Outlook/Excel/PowerPoint/Word
- Knowledge of online database applications and media monitoring services (Cision, Meltwater, Burrelles, TV Eyes)

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.