

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 Coordinator, New York, New York

Full time

The Opportunity

GWR is seeking a talented Public Relations Coordinator to manage GWR's Americas press office and assist and support the PR team to implement campaigns across all business areas and products as well as supporting international book licensees and PR agencies across the Americas.

Main Duties & Responsibilities

As a Public Relations Coordinator, your responsibilities will include:

- Manage GWR Americas press office, including:
 - Acting as first point of contact for press, answering press queries and responding to reporters' calls and emails within 24 hours
 - Research records and status of claims for press requests
 - Maintain and update growing database of media contacts
 - Collate and analyze coverage, regularly reviewing and logging press clippings
 - Assist in generating internal PR reports and presentations
- Support Head of PR and Assistant PR Manager to implement Americas PR campaigns including research, pitching, media coordination, press release writing and logistical event support.
- Liaise with and support book licensees and international PR agencies on their media requirements to support their PR campaigns under the guidance of senior PR team members.
- Assist in management of GWR talent utilized for PR events (travel coordination and logistics, itineraries, welcome packets, etc.)

Provide administrative support to PR team (filing, faxing, mailings, invoice processing, etc.)

Candidate Capabilities

- Bachelor's degree preferred
- 1-2 years media related administrative experience
- Excellent communication skills and telephone manner
- Experience writing press releases and media alerts
- Media relations and pitching experience desirable

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.