

Lead Digital Editor

What's the fastest game bird in Europe? This was the question that inspired the founding of Guinness World Records back in 1955. Starting with a single book published from a room above a gym, GWR has grown to become a global multimedia brand, with offices in London, New York, Beijing, Tokyo and Dubai. Today, we deliver world-class content, not just through books, but via TV shows, social media and live events. Whatever the medium, our ultimate purpose is to make the world a more interesting, fun and positive place.

Location: UK/Hybrid

Job Summary: We're excited to be looking for a Lead Digital Editor to join our growing Digital Content team. The team is responsible for our daily interactions with the public across multiple websites and social media platforms, sharing the best of our imagery and video content, and telling the stories of our amazing record holders. This role will take responsibility for the editorial strategy for the news and entertainment section of the GWR website, and the GWR kids' website. The role will be accountable for the planning, creation and scheduling of all associated content, working with a team of content contributors. Whilst the role is creative in nature, commercial and business acumen is required as you will be responsible for key traffic and programmatic revenue targets.

If you are passionate about telling wonderful stories and creating great content, and equally motivated by the views, shares and engagement on your stories, then this could be the role for you.

What you'll do

- In partnership with peers and senior management, devise the overall editorial strategy for GWR's digital properties, taking the lead on the editorial strategy for the news and entertainment section of the GWR website, and the GWR kids' website.
- Implement an editorial strategy that drives traffic growth to the GWR websites, and a layout that encourages increased dwell time.
- Responsible for meeting key traffic and programmatic revenue targets, agreed on a quarterly basis with senior management.
- Lead SEO from a content perspective, working in partnership with the in-house technology team who take the lead on technical aspects of SEO
- Line-manage two content executives and take responsibility for their career progression.
- Indirectly manage a global network of content executives / managers for editing, proofreading and localisation of content.

- Devise the annual content calendar, and ensure that the monthly and weekly schedules are shared in a timely manner with all key stakeholders
- Sub-edit all content for the GWR websites, providing feedback and suggestions for improvements on tone and structure, as well as SEO structure and keywords

The skills and experience you'll need to be a success

- Bachelor's Degree in Journalism, English or similar
- Tangible experience in a similar role and at a similar level
- Excellent communication skills, comfortable in both creative and business discussions
- Extremely organised, on top of planning and scheduling
- Familiarity with CMS, SDL Tridion and / or CrownPeak preferred
- Experienced at guiding and mentoring other editors, and line management experience
- An interest in international media, and experience working with international colleagues is desirable
- Proven track record of excellent writing and subbing ability
- An acute attention to detail, but balancing that with creative flair

Offer & Benefits

- A competitive salary with a generous holiday allowance
- From day one you will be enrolled in our insurance schemes including Life Assurance and Permanent Health Insurance. Once you pass your probation you can join our Private Medical Health insurance.
- The opportunity to work hybrid between home and our central London office or remote
- Ability to access digital or in person learning and development.
- The chance to be part of an iconic brand and collaborate with people from all corners of the globe.

Our commitment

Guinness World Records is an Equal Opportunity Employer. We strive to be a diverse workforce that is representative of our audiences, and where everyone can thrive and belong. We are committed to including people with a variety of voices, identities, backgrounds, experiences, abilities and perspectives. We are determined to ensure that no applicant or employee receives less favourable treatment on the grounds of race, disability age, religion, sexual orientation, veteran status or marital status, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.