



## JOB DESCRIPTION

Job Title	Department	Location	Reports to
Records Executive	RMT	Beijing	Head of RMT

### JOB SUMMARY/OVERVIEW

- This role exists to provide exceptional customer service, representing the Guinness World Records brand and explaining policies and processes for a specific territory. This role is predominantly oriented at processing standard applications as well as servicing priority internal customers.
- This role is critical for GWR and is part of a team focussed on developing the business within the region and their main mission is to provide excellent service for internal and external local customers.
- Their responsibilities include processing applications and enquiries, giving information about GWR, validating records, conducting research into new record ideas, supporting the Brand Comms and Commercial teams, providing statistical information about their region, contributing to creative meetings, etc.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### Application processing

- Applications: Ensure applications within Greater China region are responded to within timelines and individual targets. Provide accurate, relevant, and timely answers, using internal systems efficiently, documenting all actions, whilst identifying any opportunities for other departments. Offer personalised application service to special clients or key record holders.
- Records Assessment: Use extensive knowledge of existing records and formats to spot opportunities for new formats. Conduct in depth research, reach out to central records team or external bodies and help other members of the team in assessing their titles.
- Writing Guidelines/research/propose minimums: Write and finalise guidelines for GWR formats and suggest well thought out guidelines for specific subjects for approval by the central records team. Use relevant TV or event experience to integrate all possible scenarios in the guidelines.
- Reviewing evidence: Use feedback from customers to suggest enhancement of processes. Review evidence, identify potential issues, discrepancies and fabrications and resolve complex cases of missing evidence. Approve records on internal systems, correctly writing record text and other info.

#### Research and Analysis

- Records research: Champion the relationship with the central records team, promoting their role and using them to peer review own work. Grow knowledge and confidence in own RMT expertise, able to activate new record titles and approve applications as current holder in approved categories.
- Geographic area research: Use knowledge of own geographic area to suggest content, commercial leads, talent, and ideas that match the regional office strategic goals.



### **Support internal events and brainstorm sessions**

- Support internal records relevant activities: Work with production team on delivering records experience for internal and external customers.
- Support creative meetings: Participate in creative meetings, use knowledge of records to generate new records ideas for potential customers. Take roles as notetakers or facilitators if necessary.

### **Other tasks**

- Any ad-hoc tasks assigned by line manager.

## **JOB REQUIREMENTS AND QUALIFICATION**

### **Education:**

Undergraduate Degree

### **Training, License, Certification Requirements:**

### **Other Knowledge, Skills and Abilities:**

- 0-3 years' relevant working experience.
- Very strong verbal & written skills in English.
- Ability to analyse and understand client requirements, providing solutions that meet stated aims as well as bring additional benefits.
- Basic Project Management Skills, including forward planning and coordination of large projects involving several people from different departments.
- Customer care: to analyse feedback on service and suggest improvements to make efficient use of resources, pre-empt service failures and align service to GWR strategic goals.
- Ability to prioritize work using time management and organizational skills.
- Promotes a collaborative team spirit, sharing information & offering to assist others. Solicits input from diverse perspectives.
- Capable of working independently and proactively while multi-tasking.
- Enthusiastic with a passion for the GWR brand.

## **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, freelancer or employee receives less favorable 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. If you are interested in the job opportunity, pls feel free to send your CV to:

[Nina.Zhou@guinnessworldrecords.com](mailto:Nina.Zhou@guinnessworldrecords.com)