



Part time Marketing campaign specialist (B2B)

Job Title: Marketing Campaigns Specialist (B2B)

Location: Tokyo

Full remote

Department: Commercial Marketing

Reports to: Head of Commercial Marketing

About Us:

Guinness World Records is the ultimate global authority on record-breaking achievements. Each year, thousands of brands and organizations team up with us to unlock the power of record-breaking—captivating audiences, sparking conversation, and driving engagement.

GWR for Business, our dedicated B2B division, helps clients dream big and break boundaries. We create bold marketing campaigns that put record-breaking attempts at the heart of authentic brand stories and unforgettable experiences.

Role Summary:

We're seeking a Marketing Specialist to support multichannel marketing efforts across South-East Asia and Japan for GWR For Business.

This role will build and execute campaigns, assist in creating content and optimizing digital customer experiences. You'll collaborate with a global and local teams to coordinate efforts, share best practices, and achieve unified business goals, working hands-on with tools like Marketing Cloud and social media platforms.

You'll proactively support and coordinate communications for exciting campaigns in the region, working on content and thought leadership that highlight GWR for Business's value and help drive growth.

This is an ideal opportunity for a detail-oriented marketer looking to grow in a global B2B environment.



Key Responsibilities

Campaign & Email Marketing

- Experience in marketing automation tools (like Salesforce Marketing Cloud) and have run email campaigns to broad B2B audiences or focused industry segments. - You will receive strategic & technical support from global team
- Proven experience monitoring performance for B2B marketing campaigns across digital, email, and social channels.

Content & Digital Coordination

- Draft and publish content for Facebook, LinkedIn, and email campaigns
- Upload and manage content on CMS platforms (e.g., Crownpeak)

Strategic Collaboration

- Support the creation of commercial communications and materials, including case studies.
- Help identify opportunities to promote GWR for Business such as running paid ad campaigns targeting specific job titles, organizing webinars or online events, creating case studies or testimonial content, and collaborating with industry media or publications.

Digital Experience & Advertising

- Assist in executing paid digital outreach (LinkedIn, Meta, newsletter sponsorships), including working with agencies to coordinate creative ideas (e.g. ad drafts or visuals).
- Research where to place ads and content to amplify GWR for Business — for example, identify relevant industry publications, partner websites, or other channels — and recommend placements.
- Monitor campaign performance using basic metrics (such as impressions, click-through rate, cost per lead), and suggest optimizations. Tasks will include gathering data from each campaign and channel, comparing performance over time, identifying underperforming contents, analyzing causes (copy, creative, targeting, landing page), proposing improvements (copy/image changes, targeting adjustments).



Brand & Asset Management

- Contribute to GWR for Business storytelling for Japan and South east Asia markets - product launches, partnerships, milestones, and executive visibility
- Conduct brand approval checks for correct use of GWR trademarks and Record Holder logos

Qualifications

- 2 years of experience in B2B marketing, ideally with campaign or CRM responsibilities
- Proven experience with marketing automation tools (Marketing Cloud preferred) and Salesforce
- Experience in content creation (case studies, white papers, newsletter and articles etc.)
- Ability to write and edit marketing copy for different channels (website, email, social media)
- Experience managing content calendars and executing multichannel campaigns
- Familiarity with brand identity, message positioning, and PR tactics and media relations in a B2B setting.
- Ability to adapt content for different markets (language / cultural adaptation)
- Organized, collaborative, and eager to learn in a fast-paced environment
- Native Japanese speaker with business-level English proficiency

We live by our values

- **Integrity** of our records, assessing claims with objectivity and enthusiasm and free from prejudice or bias. This integrity extends to our people, the way we act, the way we do business and the way we make decisions.
- **Respect** for our record holders and challengers, our brand, our people, our business partners and our owner.
- **Inclusiveness** is central to achieving our Vision. We believe in offering record-breaking for everyone, everywhere.
- **Passion** in our enthusiasm about records and record holders, our brand and purpose, our people, and how we demonstrate that in our work and to our customers.
- **Fun** is part of everything we do. It is one of the reasons we are here and will always be at the heart of how we behave.

