



ESL and Guinevere are looking for a Social Media Manager who is passionate about all facets of end-to-end social media strategy including, assisting in the creation and editing of written, video and photo content, collaborating with the marketing team to maintain a social media calendar, engaging with the LCO (League of Legends Circuit Oceania) community on social media and working with our partners to deliver the best outcomes aligned with their objectives. This is a part-time contract role within the Asia Pacific Japan branch of the world's largest esports company.

We're looking for someone who has...

- Affinity with online and social media communications.
- Experience working in a live and fast environment.
- Deep understanding of esports and gaming.
- The ability to work autonomously within deadlines.
- Basic proficiency in creative suite softwares used for editing video games and esports footage.
- 1+ years experience working within social media, preferably in video games
- Experienced in running successful social media campaigns
- Qualifications and/or detailed experience with key Social Media platforms including Twitch, Youtube, Facebook, Instagram and Tiktok
- An analytical mind and the ability to set and prioritize goals
- Strong client facing and internal communication skills
- Strong stakeholder management skills
- Experience working in a live and fast environment
- Ability to work autonomously within deadlines

Job description

The Social Media Manager will be required to work alongside the Marketing team to develop impactful content for both fans and the wider LCO community. This role will require working directly alongside our various teams, partners and stakeholders to ensure the smooth planning and execution of different esports projects and events, centering around the LCO. This is a startup style role, where we work in an agile environment with small budgets. It suits someone that enjoys getting their hands dirty.

You will be:

- Drive campaigns for the LCO and build its community channels.
- Concept, plan, implement, execute and report on cross-media fan campaigns: Drive popularity, event attendance and digital viewership of our events.
- Create, produce, and manage social media and marketing materials.
- Integrate marketing plans and storytelling with product brands and event productions.
- Run social media coverage for the LCO
- Contribute to content ideas and creation for the LCO
- Build and manage the LCO community across platforms such as Discord
- Develop and cultivate key strategic relationships with stakeholders including players, influencers, teams, venues, partners, agencies, and other third-party service providers.

About us:

ESL Gaming is the world's leading esports company. For more than two decades, we have been shaping the industry and leading esports and gaming innovation globally across the most popular video games, creating a comprehensive ecosystem with opportunities for players to go from zero to hero, and for fans to witness the best stories esports has to offer. Our portfolio consists of high-profile products such as the DreamHack Festivals, ESL Pro Tour, Intel® Extreme Masters, ESL Mobile, and many more, ranging from grassroots to global elite competitions. ESL Gaming is part of MTG, the leading international digital entertainment group. More information is available at about.eslgaming.com.

ESL Gaming is an equal opportunity employer. We are creating a world where everybody can be somebody. We celebrate diversity and are committed to creating an inclusive environment for all employees.