



Reports to: Head of Marketing

Department: PR & Communications and Copywriter (Manager)

We're looking for a PR & Comms cum Copywriter with a passion for esports to join our talented and diverse team of marketers, developers and designers. You will pitch and write LinkedIn posts, social media captions and visual copies using your deep understanding of how to use social to grow audience on our pages.

Key Responsibilities:

- Public relations strategy
- PR campaigns, press release and media/key stakeholder relationship management
- Develop and execute public relations strategies to strengthen awareness amongst sports market and the publicity for key markets (SE Asia, China, Europe)
- Manage and execute the press release creation process from concept to completion
- Shape our PR standards and ensure press release content reflect consistently and positively the brand image and company ideals
- Analyse brand tracking, market trends, consumer need, and the competitive landscape
- Provide PR guidance and supervision to internal and external parties
- Draft strategies to support marketing efforts/campaigns and new move through editorial content
- Plan, write, produce, and distribute press releases assets from all types of campaigns across channels including prints, digital media, talents, influencers, and communities
- Responsible for media enquiries and requests for PR information, arrangements of photo-shooting
- Identify, pitch, and execute media opportunities and maintain strong relationships with trade and consumer media
- Prepare, organise and launch PR events and provide logistical support
- Track, analyze, and report on the effectiveness of public relations and editorial results, and to identify areas of improvement
- Develop and monitor the public relations budget for the region
- Manage sample buy and to monitor overall sample arrangements for the region
- Perform other regional projects as assigned
- Social responsibility outreach
- Speech, copy and script writing
- Create conversations in relevant platforms such as Reddit, Discord, other relevant community channels
- Generate engaging visual copies and captions that are relevant for each social platform: Facebook, Twitter, Instagram, TikTok and YouTube, etc.
- Be a key driver for high creative standards, share knowledge and build excitement of creative trends with others in the team

Requirements:

- Minimum 6-8 years of experience in corporate communication, marketing, public relations, or related field, with at least 2 years as manager



- Proven experience in creating communications plans, social content and media storytelling, preferably within the esports lifestyle and culture industries
- Strong established relationships with local media partners, influencers, youtubers, bloggers
- Good understanding of the esports media landscape
- Proficiency with identifying opportunities to pitch media stories based on consumer trends
- Strong time and project management skills, with attention to detail
- Passion for creating captivating visual copies and captions and a unique sense to grasp latest industry and market trends
- Good command in English and a second language is a bonus
- Self-motivated and result-oriented, with excellent interpersonal, communication and presentation skills
- A start-up attitude and globally-minded – highly collaborative with an entrepreneurial, roll-up-your sleeves attitude