

JOB DESCRIPTION

Job Title: Esports Junior Multimedia Producer

Department: Brand Marketing

Reporting to: Senior Content Manager

The Department:

The Brand Marketing department is responsible for the development of the brand strategy and communication plan. They will champion the brand and bring it to life throughout Betway's marketing and communication channels. The Esports content arm of the business sits within the Brand Marketing department and is responsible for producing high quality video and rich media content on behalf of Betway Esports.

Purpose of Job:

Betway Esports has seen great success in producing its own Esports video content. With the sponsorship of the prestigious Ninjas in Pyjamas CS:GO team, as well as other sponsorship projects in the pipeline, tailored Esports video is becoming a huge priority for the business. The Junior Multimedia Producer will be tasked with the production of all non-text based content including, but not limited to: video, imagery, social content through to memes.

We want a candidate who has the ability to do more than act as a service to our social media and content teams. The person must be able to contribute content ideas and plan ahead.

Key Responsibilities & Accountabilities:

- Film and edit sponsored content
- Create and edit high quality CS:GO frag movies
- Identify and create engaging social media specific content
- Increase brand awareness and exposure
- Drive traffic to the sportsbook through the use of video content
- Produce multimedia content to drive awareness of key events and Betway sponsorships
- Ability to follow brand guidelines

Essential Criteria

- Excellent knowledge of CS:GO
- An Excellent understanding of the Esports community and content that resonates with the audience
- Proficient use of editing software (Sony Vegas, Adobe Creative Cloud)
- Experience using CS:GO's demo player
- Capable of producing high quality frag movies in multiple styles
- Excellent communication, organisational and problem-solving skills

- Capable of working in a team environment as well as independently
- Strong ability to work to tight deadlines

Desirable Criteria

- An active member of the Esports community
- Branding experience
- Dota2 and LoL knowledge
- Experience editing and recording Dota2/LoL videos
- An understanding of gambling odds
- Ability to work flexible working hours, Esports is a 24/7 industry and may require you to travel to events
- Own personal YouTube channel

Prospective applicants should apply for the role with the understanding that they will be asked to provide a show reel of their work (either content that is housed online or in the video format of their choosing).

We're looking for fun people to join a passionate team and to enjoy what they do – if the above sounds like you then we'd love to hear from you.