

CANUCKS SPORTS & ENTERTAINMENT

Job Description
(Permanent, Full-time)

Position: Social and Digital Media Content Manager, Esports
Department: Content
Reports to: Senior Director, Content and Design

POSITION SUMMARY:

The Social and Digital Media Content Manager will be responsible for strategy, planning, production, and distribution of Vancouver Titans and Seattle Surge content across all Canucks Sports & Entertainment (CSE) esports channels. This role will act as both manager of the CSE esports division personnel and a key contributor to the day to day operation of the channels. The incumbent should have a deep understanding of the gaming landscape and all relevant channels and communities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(Other duties may be assigned as required.)

- Coordinate planning, production, and posting of content for Vancouver Titans and Seattle Surge online channels
- Manage CSE esports content calendar plus personnel and operations
- Track production of video and written content
- Act as key contact with Overwatch and Call of Duty league content and marketing teams
- Edit, layout, and post content in the league's CMS content management systems.
- Coordinate freelance writing and story assignment
- Develop concepts and storylines and manage production of content that will engage Titans and COD fans and bring them closer to the team
- Oversee evaluation of final product and integrate learnings into future planning and production
- Work with Social Media Specialists for both teams on content for social channels and content promotion
- Work closely with CSE design team to ensure brand standards and style guidelines are adhered to
- Work closely with CSE marketing team to achieve engagement targets are achieved
- Create sponsorable content for partners in conjunction with Corporate Partnerships team
- Work closely with Senior Director, Content and Design to develop and execute overall CSE esports content strategy
- Identify influencers to partner with on relevant co-branded content

REQUIRED EXPERIENCE AND QUALIFICATIONS:

- At least five years of related experience, preferably in sports or esports production
- Experience in creating progressive, evocative, high-quality production values that integrates with the master brand/identity
- Strong esports knowledge, preferably Overwatch and Call of Duty related
- Experience with web CMS and YouTube channel management
- Exceptional insight and intuition relating to content distribution and promotion
- Outstanding and versatile writer and storyteller, with a broad range in terms of tone, voice, audiences, content, storylines, and project types; talent for producing everything from humorous to inspirational to emotional content

- Creative, insightful and innovative personality; constantly looking for new ideas and ways of doing things
- Expert knowledge of social media landscape and channels of distribution
- Strong knowledge of channels used by gamers including YouTube, Reddit, Discord, Twitter, Instagram, and Twitch
- Experience managing multiple projects simultaneously
- Experience in a fast-paced and unpredictable environment; ability to work well under tight timelines
- Very strong attention to detail
- Ability to work effectively and collaborate within a team

Interested, qualified candidates are invited to submit their resume online at <http://jobs.canucks.com>. This position will remain open until filled.