**CAPSL ENTERTAINMENT**

We are a Hong Kong & Shanghai-based Esports game studio powering the future of competitive gaming. Run by games industry veterans from companies including Zynga, Konami, Shanda, The9 and Ubisoft, CAPSL is your door into the worlds of gaming and esports.

www.capsl.cc

**Position**

Marketing & Digital Media Manager - Full time

**Description of Role**

You crazy-smart kids will:

* Be a core member of a team of game industry veterans, leading our marketing, brand, and PR strategy and implementation as well as being a key player in our company culture!
* Create strategic initiatives to grow brand awareness, facilitate potential customer conversations, and track against core KPI’s
* Growth hack social media channels to drive brand awareness and engagement
* Design and implement marketing campaigns
* Identify new growth opportunities and strategic brand relationships
* Be constantly researching and analysing esports marketing trends, and drawing key insights
* Manage and grow internal and external resources
* Setup and manage any services and systems that further support marketing initiatives
* Collaborate cross-functionally to gain insight and provide sharings
* Contribute ideas and clear actions on how to further CAPSL’s mission to Power the Future of Competitive Gaming
* Be accountable for recruiting, training, and continually improving any team additions
* Embrace others success as if it were your own
* Be willing to encounter new and unfamiliar situations

**Qualifications**

You can compete with the best in:

* Growing a brand from scratch into a global phenomenon
* Cross-regional deal-making and collaborating to further your marketing mission
* Identifying big-picture plays, filter, and execute against the key items that are most likely to get to a win-state
* Identifying brand and marketing synergies
* Communicating - From presenting in front of small and large audiences, to 1-on-1 conversations, in order to gain trust and buy-in from others
* Solving problems that either others don’t see, or others are unable to fix
* Managing multiple projects and accounts simultaneously, but without getting phased - You know how to organise like a Zen master!
* Hold your own in at least 1 competitive game (no matter how niche!)

**Language**

* English - Fluent professional ability
* Mandarin - Business level or above

**Additional Information**

* Location: Jingan Temple, Shanghai
* Hours per week: 40
* Start Date: Immediate

**To Apply**

* Send an email to [info@capslent.com](mailto:info@capslent.com)
* Include your cover letter why you’re a good fit for this position, resume, and update-to-date LinkedIN Profile
* As part of your cover letter, also answer the below questions
  + 1. What are the 1-2 achievements you are most proud of?
  + 2. Why do you want to work for a start-up? What are you most interested in getting out of the experience?
* Include links to any applicable projects you have worked on along with your application
* Title the email **CAPSL [Position Applying For] [Your Name]**