

ACCOUNT EXECUTIVE – ESPORTS & GAMING

AND THE NEW is a creative digital marketing agency built for brands in the world of sport, entertainment, and gaming. Welcome to the new age!

Since launching only last August, the first few months of 2022 have already proven to be hugely successful for AND THE NEW. We've grown the team of awesome people into double figures, moved into our new Central London offices, were nominated for Best Brand Activation Involving Football at the 2022 Football Business Awards and have landed several new client wins.

Across esports and gaming, we're proud to be working with some of the biggest names in the business from orgs to sponsors, including Ninjas In Pyjamas, Team Liquid, HEET Gaming, Samsung and SAP (there's also more announcements on the way soon!).

Now the time has come for us to find our next Account Executive mega-star in the esports and gaming space. We're after someone who lives and breathes the industry, knows the community inside-out and who wants to be part of large-scale creative-digital campaigns for orgs, publishers, TOs and broadcast networks.

Ready for something new? Then keep reading! 📌

YOU SHOULD APPLY IF:

- You're looking to join a team that will help you build and grow your career in marketing across the sports, entertainment, and gaming industries.
- You know your League of Legends from DOTA, your AWP from Operator and your Activision Blizzard from Tencent.
- You love to think creatively and dream of working in an environment where your day-to-day can consist of conjuring up creative digital campaigns for new releases, managing social channels for key clients or supporting the wider team with content creation.
- You love being the driving force behind creative digital marketing and brand campaigns - from developing the initial strategy through to final campaign delivery.
- You're looking for a fast-paced environment to learn, grow, and make a big impact.

WHAT'S THE LOWDOWN?

We're looking for an up-and-coming Account Executive to join our growing team. You'll be integral to the day-to-day operation of the business, supporting across client accounts focused on esports and gaming within the agency, with responsibility for the client-agency relationship.

As our new Account Executive, you'll be tasked with managing varying projects, creating content, distributing and executing campaigns and reporting on our impact and success. Working as part of a small team, you'll be given a huge amount of autonomy with the required level of support. You'll be expected to think of, and bring to life, new ideas to help our clients smash their objectives.

We're looking for someone who is highly proactive, hungry to learn, loves all things sport, entertainment, and gaming, and who sees themselves creating award-winning creative digital marketing campaigns,

RESPONSIBILITIES:

- Be a key team member and driving force behind delivering our ongoing projects, workstreams, and campaigns for our clients in the esports and gaming space.
- Ensure all projects are managed and delivered on time and to the highest quality for your client accounts. This may include preparing for content filming days, planning social media campaigns or developing larger integrated digital sales campaigns.
- Support the wider team across brainstorming, researching, managing content plans, scheduling assets, data mining/reporting and tagging.
- Analyse and report on performance across all digital channels, using findings to shape future direction of content formats, campaigns, and strategies.
- Be a key part of the strategic planning process to achieve our clients' objectives of targeting fans and audiences across sports, entertainment, and gaming.
- Plan and execute daily/weekly/month content schedules that bring our strategies to life for our clients, often managing multiple content calendars across multiple social channels.
- Create client-ready documents from pitching ideas and responding to briefs to reporting and presenting results.

DESIRED BEHAVIOURS

- You see our values and you think “yep, that’s a bit of me”: we are PLAYFUL, we are DRIVEN, we are EMPOWERING, we are FORWARD-FACING, we are STORYTELLERS, and we are COMMITTED.
- You’re driven to make a big impact across the industry, and consistently ‘wow’ your clients, the business, and even yourself!
- Naturally curious and willing to learn.
- Desire to work in a highly-energetic, creative, and fast paced environment. You live and breathe new ideas!
- Comfortable with being accountable for all facets of your work from the results generated to presentation and shaping future improvement.
- You have passion for what you do above all else. We’re in this industry because we love it, and we want to share this energy with the world.
- You thrive in a team culture, are playful at heart, and are driven to make a difference.

REQUIREMENTS

- Ideally 1+ years’ experience in this field (either across brand, agency, publisher, org, tournament organiser, or rights holders) managing clients and other key stakeholders.
- You are a digital and social native, with strong knowledge of social platform fundamentals, methodologies, and techniques.
- Experience in working on and implementing successful growth and engagement strategies across social media and other digital channels.
- A keen interest or passion esports, gaming or other forms of entertainment (yes, we want to know what you’re playing at the minute!).

FUTURE DEVELOPMENT

- At AND THE NEW, we’re on an aggressive growth journey. We’re looking for somebody to join us on our venture from the beginning with the opportunity for rapid progression through the ranks. We believe in empowering through opportunity!
- By committing to us, we’re committing to you. We’ll make sure you have the environment and tools required to deliver the most amazing results possible and grow on a personal and professional level.

BENEFITS AND SALARY

- Salary range £22,000 - £26,000 (dependant on experience).
- Flexible on-site/remote working set-up (2 days minimum in our new Central London office - the rest is up to you).
- 25 days' paid holiday per year (plus bank holidays and Christmas shutdown. Feliz Navidad!).
- Day off on your birthday.
- Pension scheme.
- 2x tickets to a sports or entertainment event of your choosing per year within an allocated cost boundary (post-probation).
- £500 per year training budget to drive your personal development and continual learning in an area of your choice (post-probation).
- Rapid progression if you're up for the challenge.

Please send your CV with contact details and any other relevant material to ryan@andthenew.agency.