

ROLE DESCRIPTION

ROLE TITLE: eSports Manager

DEPARTMENT: City Football Marketing

REPORTS TO: Chief Marketing Officer

LOCATION: London/Manchester or New York City

DATE: March 2017

Job purpose

City Football Group is the owner of a number of football related businesses with global relevance. These include high profile professional football clubs, academies, technical support and marketing companies. CFG's clubs include the Premier League's Manchester City FC, new MLS Franchise New York City Football Club in the United States, Melbourne City FC of the Australian A-League, and a minority shareholder in Yokohama Marinos of the J-League in Japan.

The common aim across all clubs is to provide the best possible experience and an unrivalled opportunity for fans and communities to participate in, and benefit from, football at both a local and global level. City Football Group prides itself on having a diverse family of people who share a passion for beautiful football and a steadfast commitment to the local community. City people are innovative, collaborative and motivated by success.

We are recruiting an experienced eSports Manager to oversee City Football Group's eSports department and be the direct point of contact for CFG's eSports players. This is an exciting new role reporting to the Chief Marketing Officer. The eSports Manager will line manage a team of eSports players across the globe and communicate the team requirements to the wider business. They will be the primary point of contact between all eSports operations and the rest of the business. The role is fixed term for 12 months.

Key responsibilities

Key responsibilities will include:

- eSports Leadership
 - Work with other business functions to define/refine strategy and execute
 - Play leading role in developing CFG eSports brand and future trajectory of eSports operations, including ongoing evaluation of participation in non-FIFA eSports
 - Be the front person for CFG regarding eSports (ie. conferences / event representation)
- Player management
 - Take on role of line manager for all CFG eSports players across UK, US and Australia
 - Primary point of contact to manage and advise players on all day-to-day operations
- Content creation
 - Advise and assist other business functions in all video/media production relating to CFG eSports
 - Work with CityTV producers and talent to help produce content for multiple platforms, including Twitch, for Clubs and players.
- Marketing activations
 - Coordinate with marketing team for campaign planning and management

- Commercialisation
 - Advise and assist partnership sales and ideation teams on commercial partnership acquisition
 - Responsible for revenue target/ proving a ROI in eSports

General responsibilities

- Compliance with Club policies
- Compliance with the Club's health and safety procedures
- To undertake such other duties as may be reasonably expected
- To maintain professional conduct at all times

Key relationships

As the central point of information of all issues related to eSports, the role will require you to develop close relationships with a variety of functions throughout the business – including Comms & PR, Media, Content, Marketing, Strategy and Business Operations. Developing these relationships will be vital to success in the role.

Furthermore, excellent relationships with all CFG eSports players are essential, as you will be managing the day-to-day operations of all players and teams.

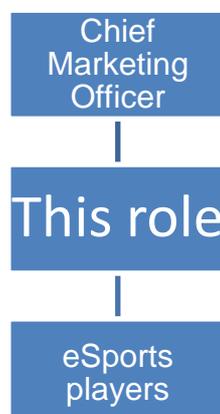
Scope of job

The CFG eSports Manager will be responsible for the day-to-day management of all of CFG's eSports players. This may include weekend commitments and international travel in order to prepare for and accompany players at events and tournaments as required.

The successful candidate will be engaged on a contract for services and will need to be able to commit to some weekend working and international travel, in order to prepare for and accompany players at events and tournaments as required.

This role will be based in either New York, Manchester or London and engagement is subject to the provision of proof of eligibility to work in the UK or the US.

Organisation chart



Person Specification

Title: eSports Manager **Department/Location:** City Football Marketing, London/ Manchester or New York

Knowledge:
<p><u>Essential</u></p> <p>Knowledge of all current and upcoming eSports titles.</p> <p>Comprehensive knowledge of eSports, policies, and industry standards.</p> <p>Knowledge of <i>FIFA</i> game title and all aspects of the game – both competitive and non-competitive play.</p> <p><u>Desirable</u></p> <p>Knowledge of Company's tone of voice and brand guidelines (training will be provided).</p> <p>Knowledge of the Company's digital portfolio.</p> <p>Knowledge of football and sports industry.</p> <p>Knowledge of digital and social media.</p>
Technical/work-based skills:
<p><u>Essential</u></p> <p>Native fluency in English language (spoken and written).</p> <p>PC and technical aptitude, specific to websites (some training will be given).</p> <p>Ability to understand new systems quickly.</p> <p>Excellent writing and oral communication skills to communicate effectively at various levels including: players, coaches, tournament organisers, and executives.</p>
General skills and attributes:
<p><u>Essential</u></p> <p>Skilled in managing personnel, equipment, and financial resources.</p> <p>Passionate about eSports and taking care of teams and players, with the capacity to motivate and inspire others.</p> <p>Able to work flexible hours, including travel to attend competitions on weekends, evenings and overseas as required.</p> <p>Be an excellent team player.</p> <p>Must be able to share and communicate progress and updates.</p> <p>Be proactive and conscientious; take the initiative while maintaining the Company's high standards.</p> <p>Possess creativity and the ability to self-motivate with the goal of establishing a long-term successful eSports programme at City Football Group.</p> <p><u>Desirable</u></p> <p>Flexible approach to working in matrix and hierarchical structures and a willingness to develop all aforementioned skills.</p>

Experience:

Essential

A minimum of two years' experience managing eSports programmes or as programme manager overseeing eSports teams in a corporate environment.

Experience of competitive gaming, professional gaming, leagues and tournaments.

Desirable

Prior event and/or tournament organisation and budgeting experience.

Experience in marketing or management role within either traditional sports or eSports.

Experience in working with various stakeholders across different timezones.

Qualifications:

Essential

Bachelor's degree.

Desirable

Bachelor's degree in Marketing, Management, or some evidence of degree-level involvement in eSports/digital entertainment.