



## ESPORTS LEAD

### ABOUT US

W Series is the groundbreaking motor racing series for female drivers only that was announced in October 2018 and launched in May 2019.

W Series' mission is to embrace and encourage female participation in motorsport, and provide previously unavailable opportunities for the next generation of female drivers, empowering them to pursue greatness, while attracting a new fan base to the sport.

# THE ROLE

Define, drive and project manage the execution of our esports strategy for esports events and commercial partnerships.

# BASED IN

London

# KEY RESPONSIBILITIES

- Provide expert and strategic esports advice to the business
- Define, drive and project manage the execution of our esports strategy
- Exploit all commercial opportunities to create revenue, engage with existing fans and attract new fans around the world
- Increase our market share, viewership and maximise revenues
- Create a credible, vibrant and successful W Series esports scene
- Take charge of all esports events and projects from planning to execution
- In collaboration with the Driver Manager, recruit diverse female Esports Drivers from around the world
- Truly understand our brand proposition and target audience, and effectively communicate this to all levels of the business
- Coordinate with all relevant internal and external stakeholders to ensure the delivery of the esports strategy (e.g. sponsorship, media rights, marketing, social media etc.)
- Review and prepare post event reports after each esports event
- Establish and maintain strategic partnerships relevant to esports events
- Actively participate in industry activities and tradeshow
- Support the drafting and amending of contracts in conjunction with our Lawyer
- Be aware of market development that can influence the esports landscape and create possible new sources of revenue
- Present viewing figures with as much detail as possible to assist the sponsorship sales team
- Understand and identify the unique value of W Series
- Champion the core values of W Series as it builds on its national and global brand
- Effectively manage the budgets associated with esports

## KEY EXPERIENCE

- 3 + years working in esports
- 4 + years working in digital business development, revenue strategy and strategic planning
- Background in entertainment, digital or traditional sports
- Significant personal track record of successfully leading the development and execution of commercial growth strategies

## KEY SKILLS & KNOWLEDGE

- Significant knowledge of sports, digital sport and gaming
- Knowledge of the broader esports and gaming space, including tournaments, events, teams and organisations.
- Have a deep comprehension of the various components that make up an Esports program and be conversationally adept in them, including business management, brand management, software and application development, game design, event management, content development, competitive structure and rulesets, player and team management and broadcast production
- Maintain awareness of esports industry, related trends and best practices to identify opportunities to leverage or improve our programmes
- Strong communication and networking skills
- Excellent project management skills
- Understand the unique value of female sport
- Additional languages a bonus

## PERSONAL ATTRIBUTES

- Passionate about gaming and esports
- Honest, collaborative, creative, passionate and hard-working
- Strategic, yet hands on
- Highly self-motivated team player with great enthusiasm and energy who is able to thrive in a results driven environment
- Truly live our values of equality and inclusion
- Cope well under pressure and resilient
- Collaborative with an entrepreneurial spirit
- Passion for sport – including motorsport

