



## CONTENT LEAD

### **About Us:**

Storms is imagined and built by an international team of veterans from the gaming and tech industries, and has been secretly incubated by the largest telecommunication groups in Asia: Singtel (Singapore), SK Telecom (South Korea), and AIS (Thailand).

### **About the Role:**

We are looking for a Content Lead who will join our Publishing team.

You will be developing the content ecosystem for our product, and will report to our Head of Publishing, while working closely with product, design and development team members as well as other partner vendors.

### **What you will do:**

- Develop the content ecosystem for a new gaming product launching later this year
- Lead a content and editorial team within the publishing department
- Develop and manage relationships with agencies and external production partners, oversee agency and production partners in the development and execution of creative strategies in support of the brand and business goals
- Curate creation through efficient content planning
- Campaign development to support activations of the marketing team
- Engage our user base, and collaboratively working towards overall content targets in multiple regions
- Review and analyse data on overall creative content effectiveness
- Social listening/monitoring on all social channels, including but not limited to Facebook, Instagram, YouTube and Twitter

### **What you have:**

- 8+ years' experience in social, content or editorial marketing
- Strong understanding of content strategy and audience development
- Knowledge of how to create and drive viral campaigns
- Solid business acumen and experience building professional partnerships
- Extensive knowledge of the major social media channels and community platforms
- Detailed understanding of social and content analytics tools and processes
- A data-driven approach to working with content and community
- An affinity for social networks and influencer marketing
- An Interest for social issues, breaking news and popular trends in the gaming space
- Experience working in a cross functional capacity across multiple teams and stakeholders
- Excellent written and oral communication skills in English



**Bonus Points:**

- Experience managing teams
- Experience working across multiple markets in South East Asia
- Fluency in Tagalog, Malay, Chinese or Thai

*Storms, we believe that everyone has something to contribute, and we welcome people from all backgrounds who are looking to enable a powerful and inclusive gaming community. If you have the passion, curiosity and collaboration spirit, join us in getting better together and let's STORM the gaming world.*

*Note to Recruitment Agencies: Storms is currently only reviewing resumes from agencies we have partnered with, and have engaged specifically for the role. Storms will not be responsible for payment of recruitment fees for hiring candidates whose resumes were submitted to our employees without Storms' prior approval.*