The International Esports Federation (IESF) is a global organization that was established in 2008 with the goal of promoting esports as a legitimate sport and organizing international esports competitions.

We are passionate about creating memorable gaming experiences for our players and we are looking for a highly motivated and skilled PR Specialist to join our team.

**Job Description:**

We are seeking a PR Specialist who will be responsible for managing and executing our public relations strategies. The ideal candidate will have a deep understanding of the esports industry and possess excellent communication skills.

 The PR Specialist will be responsible for:

* Developing and executing PR strategies to increase brand awareness and drive player engagement
* Building and maintaining relationships with media outlets, journalists, and industry influencers
* Drafting press releases, media pitches, and other communications materials
* Planning and coordinating events, press conferences, and media interviews
* Monitoring and analyzing media coverage to measure the effectiveness of PR campaigns
* Collaborating with the marketing team to ensure consistent messaging across all channels
* Managing crisis communications and mitigating negative press

Qualifications:

* Bachelor's degree in Public Relations, Communications, Marketing or related field
* Minimum of 3 years of experience in public relations, preferably in the esports or gaming industry
* Excellent verbal and written communication skills
* Strong interpersonal and relationship-building skills
* Ability to work in a fast-paced environment and manage multiple projects simultaneously
* Demonstrated experience in executing successful PR campaigns
* Strong attention to detail and ability to think creatively
* Familiarity with social media platforms and ability to use them to enhance PR campaigns

If you are passionate about the esports industry and have a track record of executing successful PR campaigns, we encourage you to apply for this exciting opportunity. We offer a competitive salary, benefits package, and the chance to work with a talented and dynamic team.