



YOUR 1-STOP SPORTS PLATFORM

www.playo.co



Playo is a 1-stop platform for sports that connects sports enthusiasts, facilities, academies, organizers and brands. Launched by IIM and CISCO alumni in May 2015, we are mobile-first with Android and iOS apps and ~2 million users. We are maniacal about our product and user experience which is reflective of the 4.5+ ratings on Play/App Stores coupled with insanely high repeat usage. Live in 50 cities across 6 countries, our aim is to build a first of its kind sports community platform for the world...proudly and humbly - Made in India.

The Opportunity:

We're looking to create a new position on the Playo-field! If you have a background in business writing, enjoy cultivating an ecosystem on social media and want to be the business voice of Playo globally...this one is for you!

Key Responsibilities:

- Interviews (written and video formats) with athletes, industry leaders, sports & fitness brands, Create and publish in-depth content consisting of interviews, webinars, opinions, infographics, trend stories, etc. to establish thought leadership.
- Drive engagement within the B2B ecosystem on social media (predominantly LinkedIn & Twitter) leveraging the above content and other relevant conversations.

Qualifications:

- 6-8 years of business journalism and/or media communications experience, preferably at a digital media company
- 2-4 years' experience in B2B content writing/marketing
- Strong command over written and verbal English, coupled with strong interpersonal and reporting skills
- Flair for building engagement and conversations on social media
- Impeccable research and interpretation skills including the ability to conduct primary and secondary research
- Curiosity might have killed the cat – but it will do you wonders here! An inquisitive nature on developments in the global sports business arena is an absolute must.

Next Steps:

Interested in joining the Playo team on the field? If so, drop us an email indicating "**Content Marketing Manager (B2B)**" in the subject line with your cover note and resume to careers@playo.co. Do indicate why you believe you are best suited for this role and your current/expected compensation.