



EMCOOL Inc.

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## **JOB SPEC SUMMARY**

Are you a computer enthusiast? Want to contribute to a startup which develops the most advanced liquid cooling solutions to date? Do you thrive on engaging with customers through media content creation?

Do Linus Tech Tips, Jayz Two Cents or Gamers Nexus sound familiar to you? Do you think you can get to their level?

EMCOOL Inc. is a startup that builds advanced computer systems for gamers using proprietary microfluidic cooling; a new technology that enables unparalleled hardware acceleration with low system temperatures. We are looking for a Media Content Creator to join our team.

**Who are we looking for?** As **Media Content Creator**, you will work directly with EMCOOL's custom projects and feature such builds on social media (Youtube, Facebook and Instagram). If you love crafting compelling stories and you excel at building not only custom PCs but also relationships with potential customers, this is the role for you. This position requires passion, dedication, tenacity, attention to detail, charisma, and love of being in front of a camera. Most importantly, it requires an ability to engage potential customers and converting them to paying ones.

If you think you are a good fit, even if you do not meet the exact qualifications below, please reach out. We have computer enthusiasts and hardware experts within our team; therefore training can be provided in that regard, but excellent verbal communication skills and ability to create compelling content and engage audiences are key skills.

### **What will be the nature of your activities at EMCOOL?**

- Attract potential customers through media content creation on mainstream platforms (Youtube, Facebook and Instagram).
- Convert potential customers through the 'sales funnel'.
- Create a series of engaging videos of the custom liquid cooled computer builds from converted clients, which will be used to attract more subscribers and followers to our channels; your goal is to make viral videos, well received by the audiences, which increase our organic reach.
- Prepare sales tools, and quotes for potential customers.

### **Qualifications**

- Being a computer enthusiast, passion for PCs (gaming or not) is a must.
- General PC hardware knowledge.
- Ability to engage audiences.
- Ability to prospect, find and build relationships with no prior introductions.
- Excellent verbal communication skills.

### **Compensation**

- The position is available immediately on a consulting basis, with opportunity for conversion to a salaried appointment for the right candidate

Please send your resume and cover letter to: [info@em-cool.com](mailto:info@em-cool.com)