

## Student Esports Team - Marketing Coordinator

The Student Marketing Coordinator supports the creation and execution of marketing campaigns for UCLA Esports & Gaming. They work under the Marketing Lead to coordinate content across social platforms, assist with physical marketing efforts, and help track event performance. Basic experience with design tools or short-form content creation is a plus.

### Job Qualifications

- Currently enrolled as a UCLA student
- Professionally represent UCLA Recreation
- Complete a background check
- Enthusiasm and creative mindset in brainstorming and executing a marketing plan.
- Basic knowledge of videography, including creating, filming and editing short-form content for social media.
- Knowledge of operating various social media platforms, including X, Instagram, Tik Tok, Discord, Twitch, Youtube, and more.
- Strong communication and teamwork skills.
- Strong time management skills to meet deadlines effectively.
- Familiarity with FIGMA.

### Bonus Job Qualifications

- Experience with social media platforms (especially TikTok, Instagram Reels).
- Familiarity with Mailchimp, Canva, or Adobe Express.
- Photography or short-form video production skills.
- Interest in learning how to create marketing analytics reports.

### Job Expectations

- Assist the Marketing Lead in planning and executing marketing campaigns for UCLA Esports and Gaming events, including physical activations and online promotions.
- Assist in the creation of basic graphic assets (e.g. promotional flyers, stream overlays, thumbnails) in concert with Design Coordinators.
- Monitor community platforms (Discord, Instagram DMs, etc.) to help identify engagement opportunities and surface content trends
- Coordinate promotional scheduling with esports clubs and student orgs for unified messaging across all platforms (X/Twitter, Instagram, Discord, Tik Tok etc.).
- Help organize physical marketing tasks, such as flyering, poster drops, and visibility on campus.
- Track basic engagement analytics (likes, shares, views, reach, etc.) across platforms to inform post-event reporting.
- Support the maintenance of the UCLA Esports & Gaming email list, helping the Lead draft and schedule newsletters.
- Capture behind-the-scenes photo or video content during key events for use in recaps or future promotion.



- Participate in brainstorm sessions and marketing team meetings; contribute creative ideas and trend research.
- Assist in fulfilling sponsor deliverables such as shoutouts, unique content pieces, social posts, or signage tracking during events.
- Assist in capturing general event photography, including sponsor booths, venue shots, and attendee engagement, especially for use in social media and recap content.

**Pay Rate**

- \$17.90 - \$19.60 per hour

**Apply and Contact:**

Please direct any questions about this position to [syen@recreation.ucla.edu](mailto:syen@recreation.ucla.edu).

To apply, please complete this [application form](#).

