

Student Esports Team - Marketing Lead

The Marketing Lead is responsible for creating and executing marketing campaigns for esports and gaming events. Marketing Leads oversee the Marketing Coordinator as well as Design Coordinators to bring their vision to life. 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.
- Previous member of the Student Esports Team.

Bonus Job Qualifications

- Experience leading campaigns or managing small teams.
- Familiarity with social media metrics and content calendars.
- Knowledge of esports marketing trends or influencer activations.
- Comfort giving creative feedback and managing brand voice.

Job Expectations

- Serve as the primary creative lead for all marketing campaigns tied to UCLA Esports & Gaming events, initiatives, and program storytelling.
- Independently conceptualize and execute campaign strategies for events, sponsor activations, community engagement, and broader program branding under supervision from the Esports Coordinator.
- Collaborate with the Esports Coordinator to align campaigns with program goals and sponsorship obligations, while maintaining creative flexibility.
- Oversee the UCLA Gaming social media presence across Instagram, TikTok, X (Twitter), Discord, YouTube, and Twitch.
- Coordinate cross-posting efforts with affiliated student orgs and clubs to ensure unified messaging where appropriate.
- Lead content planning and production for short-form videos and other digital assets in partnership with the Marketing Coordinator.
- Track and report marketing analytics for all major campaigns, including reach, engagement, and campaign performance across all platforms.
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- Take ownership of building and maintaining post-event marketing reports for internal use and external partners.
- Contribute to the development and distribution of the UCLA Esports quarterly newsletter and alumni engagement strategies.
- Oversee the design and deployment of physical marketing campaigns, including flyers, banners, and on-campus activations.
- Provide guidance and creative direction to Media Design Coordinators and the Photovideo Coordinator, ensuring alignment across visual assets and campaign tone.
- 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.

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

