

Esports Marketing Coordinator

Marketing Coordinators are responsible for planning and executing marketing campaigns for esports and gaming flagship events for the UCLA Esports Program. They also must be comfortable with entry-level production of video content pieces

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.

Job Expectations

- Brainstorming, pitching, creating, and organizing a comprehensive marketing plan for each event, including integrations with sponsors and promotions before and during the event alongside the Esports Coordinator.
- Producing short-form videos for marketing purposes. Creating a video from conception, ideation, filming, and editing. Some experience preferred.
- Organizing online social media efforts and overseeing social media pushes on all UCLA Gaming social media for announcements on Twitter, Instagram, Tik Tok, Discord, Youtube, Twitch.
- Creating and executing creative marketing plans and strategies for Esports & Gaming campaigns, including new partner announcements, event announcements, giveaway announcements, and alumni.
- Assisting in maintaining and utilizing the Esports & Gaming email marketing list and its alumni subset.
- Organizing and executing physical marketing materials and campaigns such as posting flyers or setting up banners on various on-campus locations.
- Compiling post-event marketing analytics and reports for both sponsor review and internal review.
- Overseeing the creation of any digital media needed to execute marketing plans by coordinating with Media Coordinators.

Pay Rate

- \$19.00 per hour

Apply and Contact:

Please direct any questions about this position to syen@recreation.ucla.edu.

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

