

Creative Designer – Student Involvement- Fresno State Esports Program

Department:	Student Involvement
Reports to:	Coordinator, Off-Campus Student Life and Innovation
Hours per week:	15
Paid Position	Minimum Wage

Position's Department: Student Involvement

Position's Department Responsibilities: The Esports program will recruit student-athletes for each Esports team. Student Involvement will instruct and prepare the student-athletes for the Mountain West Conference competition; schedule and coach intercollegiate matches and tournaments, including an active intramural schedule in conjunction with recreation; counsel the student-athletes on academic, athletic and social issues; provide a connection point for outreach to the campus, alumni and Fresno community.

Position Duties & Performance Standards: The Fresno State Esports Creative Designer will develop, create, and edit content used for live streams, live broadcasts, original content and promotional use. The Creative Designer will design original graphic artwork for Fresno State Esports streams and promotional items. They will also be responsible for capturing and rendering in game assets in use for broadcast and promotions. The ideal candidate will be a highly skilled, creative video editor, with superior techniques and strong storytelling abilities, and a strong fundamental knowledge of competitive gaming, the games involved, and the characters within each game. This person is responsible for editing a wide variety of long-form and short-form productions and promotional content for use of Fresno State Esports streaming platforms and should have experience working in a fast-paced, dynamic and collaborative environment.

Essential Duties & Responsibilities:

- Designing original graphics and visuals unique to each varsity team for Twitch, YouTube and other social media and streaming platforms, i.e. thumbnail images, animations and motion graphics, overlays, title cards, in-game renders, etc.
- Establish the overall look and design for graphics and multimedia content that complies with University and program branding, editorial and accessibility standards.
- Edits long-form programming, clip shows, and studio based series for in-house use and broadcast on streaming channels, as well as schedule these shows for twitch rebroadcast.
- Edits short-form content, including promotional spots, docu-style features, opens/teases, sizzle reels, highlight videos, and social media.
- Works closely with other producers, designers, and other editors on collaborative projects.
- Creates motion graphics elements involving typography, photography, video and animation, and in game renders.
- Formulate and implement an Esports community-focused with an emphasis on the following:
 - Program information and schedules.
 - Team and player content.
 - Live broadcast/play day support and coverage, including messaging, content, moderation, and reporting.
- Coordinate communication and content activity, and interface with internal production resources.
- Production of daily, weekly, and monthly internal reports of activity.
- Will work with Marketing Coordinator to ensure final designs align with the program's core goals and values

Other Duties:

- Perform other job duties as assigned and participate in special projects.

- Travel as required to fulfill the responsibilities of the role.
- Assist with special events of the Esports program.
- Update Esports website when needed.
- Perform other job duties as assigned and participate in special projects.

Key Success Indicators & Experience:

- Knowledgeable with Twitch streaming and OBS.
- In depth understanding of broadcasting, production and programming systems, equipment and procedures.
- Proficiency in HD workflow, Adobe Premiere Pro, AfterEffects, Photoshop, Illustrator, Avid Media Composer, Final Cut Studio Suite are a plus.
- Exceptional organizational, time management and people skills and attention to detail, with the ability to work cross-functionally – this position works closely with all production personnel.
- Excellent customer service skills.
- Ability to function well under pressure, i.e. during live broadcasts.
- Proficient in social media and moderation, and comfortable in all digital/online environments.
- Available to work nights and weekends as needed based on live event coverage needs.

NOTICE OF SPECIAL POSITION OR EMPLOYMENT REQUIREMENTS

1. This job description is not designed to cover or contain a comprehensive list of all duties and results to be performed by this job. Duties and performance standards may be added, subtracted, and/or changed by your supervisor at any time due to changes in department or university requirements.
2. Unless exempt due to an employment contract signed by the President of the University, all employees of Fresno State are considered as an “at-will” employee.
3. All employees/volunteers of Fresno State are considered to be “responsible employees” pertaining to Title IX regulations concerning both the prevention and reporting of sexual assault or harassment situations. As such, all employees must communicate with the Title IX Coordinator if they witness or hear about a sexual assault or harassment situation.
4. Fresno State is an equal opportunity employer and complies with EEOC and ADA employment requirements. It is and has been the policy of Fresno State to grant equal opportunity to all qualified persons without unlawful discrimination based on race, color, gender, age, national origin, ancestry, ethnicity, disability, sexual orientation, religion, or veteran status.

Qualifications:

- Good organizational, administrative, planning skills/experience, written and verbal communication skills.
- Interest and enthusiasm in working with a diverse group of college students.
- Possess strong leadership and advisory skills.
- Ability to work occasional evening and/or weekend hours.

Required Education:

- Must be a part-time/full-time Fresno State student

Required Experience:

- A minimum of 1 year of related experience in competitive gaming, video streaming, or closely related fields.
- General knowledge of Esports.
- Ability to operate high end computer equipment including knowledge of gaming platforms and supporting websites.
- Ability to troubleshoot equipment for optimal gaming experience.

- Knowledge of the collegiate Esports landscape, culture, and community.

Desirable Education and/or Experience

- Experience working in a collegiate setting.
- Experience with major social media platforms.
- Excellent interpersonal and oral/written communication skills.
- Excellent organization and prioritization skills.
- Ability to envision and drive growth for Fresno State's Esports Program.
- Self-motivated, with the ability to resolve issues independently.
- Proficiency with Microsoft Office software and Google G Suite.

Application Process

Submit a resume, three current professional references, and a cover letter that addresses your interest and what you hope to gain from the position to Jerry Gomez, Coordinator of Off-Campus Student Life & Innovation, at gerardo_gomez@mail.fresnostate.edu. **Review of applicants will begin October 15th; open until filled.**