

## Event Manager.



Event managers are responsible for ensuring a particular tournament or esports event is a success - that might mean it generates certain viewer numbers, ticket sales and a positive reception from fans and the press. This role is similar to a project manager, but is purely focused on putting together a great series of events. You will be responsible for overseeing and bringing together the entire tournament from start to finish. It's an incredibly varied role - as Event Manager you'll need to work alongside the rest of the team and come up with new ideas/ solutions to make the tournament work - despite challenges you might face.

### Main Responsibilities:

- Develop and execute a plan for the esports tournament, ensuring everything from top-to-bottom is successful
- Coordinate players and team logistics, organise games and schedule tournament events
- Manage the events team, and collectively build enthusiasm for the tournament and ensure its success
- Work with the teaching staff to ensure the tournament is being delivered in line with school procedures
- Evaluate all aspects of tournament, with the goal of improving quality as well as time efficiencies

### Required Skills:

- Great planning skills
- Great organisational skills and the ability to multi-task effectively
- Excellent communication skills, both verbal and written
- Ability to work well under pressure and meet deadlines
- The ability to manage, inspire and motivate your team
- Excellent problem-solving skills, approaching challenges creatively but methodically
- A proactive individual with entrepreneurial flair. You are a student that has the 'get up and go' to organise the tournament independently with little prompting from teachers

### Desired Skills:

- A passion for games
- Previous knowledge of esports tournaments
- Previous experience of organising and supporting events (school based or otherwise)
- A creative flair which will enable you to add your own 'flavour' and unique element to the Digital Schoolhouse Super Smash Bros. Ultimate Team Battle.

## Community Manager.



This is someone who can champion the esports tournament for the school community. You will need to engage with the players and the supporting fans.

Community Managers typically, engage with and respond to the community on social media e.g. Twitter, Facebook, YouTube, Reddit, blogs, websites, Twitch and so on. While social media may well be restricted for you, you can certainly support and encourage your teacher to post onto Twitter about the tournament. Your role will be to identify key requests and reactions from the community and feed them back to the rest of the team. It will also be your responsibility to help build the momentum and enthusiasm for the tournament amongst the school community.

### Main Responsibilities:

- Operate and manage communications for the tournament
- Be an evangelist, promote and build enthusiasm for the tournament with the wider school community in creative new ways
- Produce, manage and feature in media including livestreams, videos and podcasts
- Monitor and report on community attitudes and engagement, feeding back to the events team
- Work with the remaining events team to ensure a successful esports tournament

### Required Skills:

- Creative spirit – able to develop and implement great new ideas
- An outgoing personality, ability to build and maintain strong professional and informal relationships with key people and members of the community
- Ability to adapt and be effective in an ever-changing environment
- Self-motivated, driven to excel with a can-do attitude and demonstrated ability to work well within a team
- Eager to learn and a desire to continue to further develop your skills
- Outstanding written communications
- An interest in games
- Analytical thinker, who can turn data (such as games and player statistics) into meaningful action

### Desired Skills:

- Image editing software experience
- Experience in video production
- Understanding of social media platforms, and publishing content

## Tournament Admin.



Admins (or esports referees) will record the outcome of matches, make sure that the players are sticking to the rules, and hand out penalties if any are broken. You will often have to communicate with teams to settle any disputes, keep track of the tournament brackets and offer support to the community where needed. You will be required to help set up, test servers, chase sign ups, sort seeds and make sure everything runs on time. This means you might have to work with the teams and make sure they're all on time.

Admins are responsible for dealing with any in-game or on-stage issues, for example if a console freezes or a controller breaks mid-tournament. They will need to know the game and the tournament's rulebook inside out, to enforce the rules and avoid any controversies or unfair decisions. They will also want to keep pauses, delays and downtime to a minimum.

### Main Responsibilities:

- Record the outcomes of matches and keep track of wins/losses
- Ensure that the players are sticking to the rules of the game
- Report any foul play to the teacher
- Stay in communication with the teams and keep track of tournament brackets
- You might be required to help set up, chase team sign ups or deal with on stage issues
- Work with the teacher to ensure that tournament matches run smoothly and on time
- Work with the rest of the events team to ensure a smooth and effective esports tournament

### Required Skills:

- Great attention to detail
- Strong organisational and communication skills, to help you manage teams
- Ability to work well with a team
- Able to work with the school's technical support department to ensure that in-game and on-stage issues are quickly and effectively resolved

### Desired Skills:

- Previous awareness of esports tournaments
- Good knowledge and understanding of how to play the game and its rules and variations
- Technical understanding of the hardware being used and how to resolve bugs and errors

## Production Crew.



As production manager you are responsible for the organisation of the tournament live events (i.e. the weekly playoffs that will take place in your school). In collaboration with the rest of the events team, you will prepare and oversee various aspects of the tournament events. You will need to stick to deadlines and be the main point of contact for the events during the setup, the live event and the teardown.

### Main Responsibilities

- Being responsible for all organisational aspects of the tournament live events, including scheduling and budgeting (if applicable)
- Co-ordinate with relevant school technical staff to organise the technical AV requirements of the live events
- Ensuring that the tournament runs smoothly, you meet your deadlines (and stay within budgets)
- Coordinating with the remaining events team before, during and after the live event
- Coordinate with the relevant teaching staff to manage and organise the live events

### Required Skills:

- Excellent communication skills
- Ability to work well under pressure
- The ability to inspire and motivate
- Able to work with a team to ensure appropriate setup of the technical equipment required to run the school based heats. For example, AV equipment etc
- Excellent problem-solving skills, approaching challenges creatively but methodically

### Desired Skills:

- A passion for games
- Previous experience of supporting school events
- Working knowledge of the technical equipment required

## Host/Shoutcaster.



A shoutcaster is another name for a commentator, who will speak over the action to inform and entertain the viewer. Casters will need good knowledge of the game and teams they are casting, to offer personality and bring a match to life. Casters usually sit at a desk. Stage hosts, on the other hand, usually act as the main presenter of a tournament, introduce teams and may be required to interview players and other experts, like a TV presenter. There can be crossover between casters and hosts, and you may want to arrive at your own unique combination.

### Main Responsibilities

- Provide play by play commentary of the matches taking place
- Be a charismatic host to engage the audience of spectators
- Work with the community manager and the remaining events team to provide a critical summary of the matches and gameplay
- Build up the excitement for each live event

### Required Skills:

- Charismatic individual: ready to cast for a large audience at multiple events and provide brilliant commentary
- Have excellent verbal communication skills
- A great problem solver
- Extrovert and not afraid of public speaking

### Desired Skills:

- Passionate about games and talking about them. You'll have had experience playing the games and won't be afraid to voice your opinion
- *NB:* Many successful host and shoutcasters have a background in the dramatic arts

## Team Manager.



A Team Manager's key responsibility is to be the central point of contact for the players in the team and communicate with the team's fans, the teachers and the event management team. Additionally, good team managers take responsibility for their players, helping them improve their performance and work together effectively in order to win their championship goals.

### Main Responsibilities:

- Manage and execute day to day obligations of the team
- Act as medium of communication between players and the event management team (and teachers)
- Assist the team by creating practice and scrimming (friendly matches) schedules
- Help the players in improving their overall performance
- Create team building opportunities for the players
- Work with the community manager to establish a team brand
- Work with the community manager to connect with the fanbase

### Required Skills:

- Ability to work with a team
- Strong desire to develop leadership skills to co-ordinate and manage the team
- Focus on over-achieving your goals
- Honesty in evaluating how you can improve constantly
- Strategic thinking on how to improve and maintain championship standard
- An engaging personality and natural rapport with people
- Belief you can deliver success and ease for players

### Desired Skills:

- Some knowledge of games and esports
- Experience of leading a team
- Understanding the importance of marketing your team
- Creativity and ability to participate in coming up with new ideas