

Esports Development Coordinator – November 2024

Position Title	Esports Development Coordinator	Department	Motorsport
Reports to	Development Manager	Job Status	Permanent, full time

Our Purpose

To lead, promote, regulate, educate, develop and grow safe, fair, enjoyable and socially responsible motorsport in Australia.

Our Vision

More people enjoying more motorsport, in more places, more often.

Our Values

- **Respect**– We value each other, our differences, opinions and all involved in our sport.
- **Excellence**– We embrace change and strive to be the best we can be.
- **Accountability**– We do what we say we will do.
- **Pride**– We lead by example and take pride in our sport and our organisation.

Why the role exists

The role of the Esports Development Coordinator exists to grow a new and exciting form of motorsport, ensuring that more people can participate in motorsport via a contemporary and accessible channel of engagement. Reporting to the Development Manager, the role is central to the day-to-day administration and strategic direction of the Esports program.

Duties and Responsibilities

Digital Platform

- Manage the Esports Discord server for communication and engagement, ensuring users adhere to social media policy and guidelines of appropriate participation
- Oversee updates and content management on Esports website
- Using Octozy, manage the end-to-end Esports licence administration process for competitors and officials
- Monitor and respond to inquiries on Esports inbox

Licencing Structure

- Develop Esports Officials licence structure
- Continue to develop existing Esports competition licence structure
- Develop Officials training material
- Provide detailed monthly reporting on licence numbers and trends
- Increase the number of Esports licence holders

Events

- Develop and maintain Esports event regulations and ensure all sanctioned events comply with them
- Oversee streaming arrangements for all events including sharing any broadcast on Motorsport Australia social media platforms
- Coordinate promotional activities for events

Partnerships & Stakeholder Management

- Managing partnership collateral between Motorsport Australia, promoters and sponsors
- Ongoing work with QUT to deliver Esports research project
- Engage with game developers for event support and collaboration

- Plan and maintain Esports event calendar
- Manage Category Management Agreements with promoters for Championships and Cups
- Assist in forming budgets and ensure they are managed appropriately for each event
- Maintain and develop school and community focused Esports initiatives

Grand Prix and In-Person Events

- Coordinate activations at Australian Grand Prix
- Manage EOIs, selection committee processes, in-person qualifier event and post-event activities for FIA Motorsport Games and Esports Olympic Games
- Plan and execute additional in-person Esports events

Innovative and Forward Thinking Initiatives

- Develop and expand Esports programs within schools and universities
- Organise special events to engage wider community
- Explore and implement future trends and innovations in Esports

Performance Indicators

- Grow revenue streams to support Esports program
- Increase participation
- Grow the profile of National Championships / Cups
- Launch Schools / Universities Program
- Introduce Driver Training Program
- Establish a structured program for Motorsport Australia Esports Officials

Special Considerations

- Involves some after-hours support
- Requires attendance at events which occur after hours or at weekends
- Current drivers licence required

Selection Criteria

Essential

- Degree qualified in Sports Management or similar
- 5 years' experience in a similar coordination, administration and customer service role
- Strong administrative skills
- Excellent organisation, planning and multi-tasking skills
- High level interpersonal and communication skills
- Initiative and can-do attitude
- Team player and strong commitment to working as part of a team
- Previous experience operating a CRM or database system
- Skilled in the use of Microsoft Office programs
- Motorsport administration and event experience desirable