



**BRITISH  
ESPORTS**  
ASSOCIATION

# BTEC **Esports** careers explainer

The Esports BTEC qualification gives students a range of skills, which can be used in esports and non-esports roles. Here we've listed some of the careers you might not always associate with esports.



# BTEC **Esports** careers explainer

## Agent



### What is it?

Like traditional sports, an agent is someone who looks after a player or other talent's best interests, whether that's securing sponsorship deals, handling their image or negotiating better contracts for them.

An agent will represent a player, caster or other esports professional, perhaps handle paperwork and usually look after the legal aspects of their career, allowing the individual to focus on doing their job in esports.

### What skills do you need?

Agents will need to have strong negotiation, networking and communication skills. Like sales people and recruiters, they will need to have a knack for building relationships with key stakeholders.

Agents must be skilled at selling the players/talent they represent, and showing to teams and partners why the player deserves a good deal or a contract.

They will also often be well versed in contract law and other legal areas of employment. Because of this, some legal firms will have agencies and offer player representation.

### How this role benefits esports

Like in football or other sports, having an agent to represent a player's best interests can help them secure the best deals, contracts and sponsorships for them, allowing them to focus on what they do best – playing at their best.

## Roles within Broadcast / Production



### What is it?

Putting on a live esports broadcast production requires a vast selection of different skills and people to bring a live show to air. There are creative elements, technical challenges, project coordination tasks, and the most crucial part about live broadcast – the show must go on.

### What skills do you need?

While there are many different skills that span across the different roles within broadcast, having strong technical skills is key.

In-game observers will need excellent knowledge of the chosen game, and awareness of the technicalities of live broadcast. Technical directors need a creative eye for providing an interesting mix of camera angles, and clear communication to provide instruction to Camera Operators. Producers will need to ensure everything is planned and running as it should. The list goes on – it's a huge area.

### How this role benefits esports

Broadcast and production is one of the essential areas in esports. Without it, we wouldn't have streams or matches. Good production can change the whole look and feel of a broadcast.

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## **Coach / Analyst**



### **What is it?**

Like traditional sports, a coach will help the team train against other teams (aka 'scrim') in order to improve.

Coaches work closely with the players, to motivate them, identify their strengths and weaknesses and make sure they are playing at their best. They will develop strategies and analyse opponents in order to win as many matches – and tournaments – as possible.

### **What skills do you need?**

A coach is responsible for every aspect relating to performance within a team. This includes, but is not limited to, growth of individual skill of the players, team cohesion, in-game strategy, motivational responsibilities and discipline.

There are several coaching roles which include head coach, draft coach, strategic coach and sports psychologist. Analysts are experts at taking information and using it to provide interesting stats or learn from it, either for a particular team, tournament provider, broadcaster or game developer. This is separate to a data analyst, who might look at commercial data to generate insights into customer behavior.

### **How this role benefits esports**

A good coach will help get the best out of players, which could be the difference between winning and losing that all-important final. They can also be beneficial to player wellbeing and may instill fitness regimes.

## **Cyber Security Analyst**



### **What is it?**

Those working in cyber security typically help keep systems running, stop hackers or intruders from obtaining data and generally safeguard a system or network.

### **What skills do you need?**

Great IT skills and knowledge, understanding of security tech and programs, risk assessment, identifying threats, analyzing patterns and trends, as well as good communication and time management skills.

### **How this role benefits esports**

While it's not typically associated with esports as such, cyber security is a growing field within the digital industries and so some of the skills are transferable around this.

It's of course vital for the devices of teams, players and others in esports to be kept safe from outside threats, and there have been examples in the past of those in esports doing promotional work in this area. For example, Dignitas teamed up with ExpressVPN in 2020 and explored why using VPN is important is security, and how it can protect gamers from threats like doxxing.

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## Event Manager



### What is it?

Event managers are responsible for ensuring a particular tournament or esports event is delivered as expected. That might mean it generates certain viewer numbers, ticket sales and a positive reception from fans and the press, or if there are particular difficulties that arise, just making sure the event goes ahead.

### What skills do you need?

It's an incredibly varied role – as event manager you'll need to liaise with many different teams, from production, to external partners and stakeholders, venue management, marketing and sales to name a few. Some businesses may be required to juggle all of the above themselves.

Event managers may need to come up with new ideas, solutions and ways of making the show work, even when faced with challenges and directions. They will likely have to manage a team, budgets and timescales, research venues and suppliers, book equipment, hire contractors and be mindful of health and safety.

### How this role benefits esports

Events are part of the lifeblood of the games and esports industry. Live events bring an esports tournament to life; creating a spectacle with real atmosphere will ensure it remains in the hearts and memories of esports fans for years to come.

## Finance / Accounting Manager



### What is it?

Those working in finance and accounting manage and track the financial activity within a company, such as budgets, tax information and audits.

They review finances, suggest changes and generally ensure the finances are where they should be, and can feed back to management and others as to what's possible to invest in for a particular project, for example.

### What skills do you need?

A good understanding of finances, business skills and administration is key, as is managing and analyzing data.

You will also need good communication skills and understanding of tax and other laws.

### How this role benefits esports

This is a role which be found in many of the larger companies involved in esports, gaming and elsewhere, such as at sponsors, big team organizations, tournament operators and other companies.

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## Human Resources



### What is it?

HR (human resources) traditionally deals with health and safety, workplace policies, employment law, payrolls and holidays, as well as the hiring process and staff departures.

That's the administrative side of HR, but there's also HR management, which may look at a company and whether it has the right resources, with staff doing the right jobs, and may also include performance management.

### What skills do you need?

This kind of job requires knowledge of corporate esports organisations, candidate identification and approach strategies, flexible account management with clients and a passion and desire to see esports mature and professionalize further.

### How this role benefits esports

Esports is all about its communities and the people within it, so HR can be an important role for companies that are in a position to hire someone within HR. Looking after staff procedures, payroll and more is essential to the staff working environment and wellbeing.

## Lawyer / Legal Executive



### What is it?

A lawyer or legal exec may provide legal advice to businesses, help with lawsuits, research cases and legislation, draft legal documents and more.

### What skills do you need?

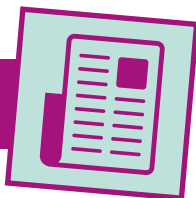
An excellent understanding of the law and business, great communication skills, negotiating skills and ability, analytical and problem solving skills, as well as the need to be professional and discrete.

### How this role benefits esports

In esports, a legal exec may assist with player contracts, or contracts for other talent such as casters and managers, advise clients on legal practices and operating within the law, drawing up documentation, assisting with lawsuits or what a business can or can't do in the space. They provide a valuable service for those in esports seeking legal advice or assistance.

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## Journalist



### What is it?

A journalist is someone who gathers and analyses information to create content that's in the public interest.

Journalists can publish on a wide variety of mediums, from newspapers to magazines, radio, TV and online – whether it's a written article or video/stream.

Esports journalists may be required to write news stories, features, analysis articles, opinion pieces and match reports, or produce them in video form, as well as interview players and other people in the industry.

### What skills do you need?

Relationships are very important to a journalist. Having close contacts and industry insiders means they can get the scoop on stories and developments before others.

They will also have to remain objective, tell both sides of the story, work quickly and meet tight deadlines, as well as having a good eye for a story.

### How this role benefits esports

Journalists help identify and share some of the most interesting stories and developments in the industry or within a particular game, helping more people become aware of it or to just update fans of a particular esports.

## Photographer



### What is it?

A photographer is of course someone who takes photos of a particular event, activity or person. The photographer may be hired to take photos at a specific event over a series of days, and perhaps may work in-house, or freelance with a day or hourly rate.

### What skills do you need?

An excellent eye for an image, knowledge of cameras and equipment and lighting, understanding of the subject matter and the ability to think on your feet and act quickly.

Photographers usually require good communication and people skills too, as they will often need to instruct people to pose or set up for a particular shot.

### How this role benefits esports

Photographers capture key moments and storylines in esports and forever snap a particular moment in time. They say a good picture is worth a thousand words for that reason.

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## Shoutcaster / Host



### What is it?

A shoutcaster (aka caster) is another name for a commentator, who will speak over the action to engage, 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.

There are typically two types of casters: play-by-play casters (who provide running on-the-fly commentary) and colour casters (who provide supplementary information or comment, usually following a noteworthy moment in a game).

### What skills do you need?

Esports casters and hosts will need skills similar to TV presenters or radio hosts, so studying a course in presenting or broadcasting can help boost skills relevant to these roles. They need great communication skills, understanding of the subject matter, energy and to react quickly.

### How this role benefits esports

Casters and hosts can really bring an event, tournament or a particular match to life. A good caster will elevate a play or moment and get the audience even more excited or engaged with what they are watching.

## Social Media Manager



### What is it?

This is someone who can look after a community of a particular game, esports, tournament provider or other area of gaming.

They will have to engage with and respond to the community on social media, for example on Twitter, Facebook, plus possibly platforms including YouTube, Reddit, Discord, blogs, websites, Twitch and others.

### What skills do you need?

An excellent understanding of the gaming community and what they are interested in, including videos, memes, news updates and more. You'll also need good writing, editing and graphic design skills.

Being patient, polite, friendly and understanding are important too.

### How this role benefits esports

Engaging with the community is so important within esports, whether it's updating fans of a particular team, tournament, player, other talent or product/service, the community are digital savvy and will expect a good level of engagement from the brand, person or tournament they are following.

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## Video Producer / Editor



### What is it?

A video producer will work on video content, put together packages or perhaps a series of content, which could be published on platforms including YouTube, Twitter, Twitch, the brand's own website and more.

An editor will be required to edit different pieces of footage, transition pieces together, add music or sound effects, and may be required to animate aspects of videos too.

Often, a video editor will be required to record/produce footage and edit it as well.

A video producer is different to a stream/broadcast producer, in that the latter will have to manage a broadcast and schedule everything in.

### What skills do you need?

Good video editing skills, understanding of editing software like Adobe Premiere, Sony Vegas and more, and if producing video you'll need to have a good understanding of camera equipment, lighting and so on.

You also may be required to hit tight deadlines and to follow a style guide.

### How this role benefits esports

Video content is vital to esports. Fans expect teams and companies to produce high quality video content, to allow them to see the latest updates, vlogs, interviews and announcements first-hand, quickly and easily.

## Web Developer



### What is it?

A web developer will create websites, applications and other online products and services. They may be hired internally or externally, to produce or manage services on behalf of their clients, such as keeping their website updated and running efficiently.

### What skills do you need?

Web devs will need a good understanding of website design and development, possibly software engineering, online user interaction and more.

They also need to have technical knowledge in areas such as web app frameworks, databases, internet security and encryption, and have a good eye for detail and problem solving skills. They may be required to write code in programming or scripting languages, such as PHP or JavaScript.

### How this role benefits esports

Devs are the backbone behind many customer-facing offerings in esports, whether it's a livestreaming broadcaster, the website of a team or company, an app providing a unique service.





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