



Graduate Assistant – Esports
Fall 2025 – Spring 2026
Plaster Student Union Administrative Office

This position is responsible for the support of Missouri State’s varsity esports program.

PSU Esports Graduate Assistant Learning Outcomes

As a result of this assistantship, the graduate will:

- Manage logistics of a rapidly evolving an emerging program
- Learn to create an effective marketing plan for a department
- Gain marketable skills in event planning and promotion, multitasking, and communication
- Become proficient in managing multiple deadline-driven projects

Supervisor

Reports to the Director, Plaster Student Union (PSU)

Essential Functions

- 1) Support MSU’s Varsity esports program that participates in the Missouri Valley Conference Esports League
 - a) Participate in selection of team members
 - b) Roster eligible students and register teams by stated deadlines
 - c) Serve as a contact person between the MVC and MSU’s esports teams coordinating all logistics of competitive play
 - d) Be present and/or travel with team(s) for all competitions. Ensure hardware required to play is in working order. Be able to resolve basic and advanced computer-related issues.
- 2) Recruitment of potential students
 - a) Assist with recruitment of potential students interested in varsity esports program by coordinating efforts with the Office of Admissions regarding recruitment and admissions process for prospective esports students
- 3) Esports Scholarship Program
 - a) Assist with selection of students to participate in the esports academic scholarship program
 - b) Verify eligibility of students semesterly
- 4) Support coaching efforts of Esports teams
 - a) Provide suggestions to supervisor regarding coaching options
 - b) Serve as liaison between esports teams and any coaching personnel/platforms
- 5) Develop and implement marketing plan
 - a) Develop, recommend, execute and monitor marketing and promotional plan for the Varsity esports accounts (Instagram, Tiktok, Twitter/X)
 - i) Work with the Director and the Marketing Assistants to develop, recommend, and execute an annual marketing plan for the esports teams.
 - ii) Work with Marketing Specialist to monitor and post content on social media platforms
- 6) Serve as liaison between Varsity esports program and club esports program
- 7) General Plaster Student Union responsibilities
 - a) Participate as a member of the PSU staff, attending PSU Administrative Staff meetings, workshops, and training
 - b) Assist with special events, projects and tasks, as assigned by supervisor
 - c) Become fluent and proficient in all Missouri State Branding and Social Media guidelines.



Academic Requirements

Applicant must meet the eligibility requirements, as stated by the Graduate College (<http://graduate.missouristate.edu/assistantship.htm>) and be accepted into a graduate program at Missouri State University. For specific information regarding admission requirements of Missouri State graduate programs, refer to our home page: <http://graduate.missouristate.edu/>.

During the GA appointment, student must be pursuing a graduate degree at Missouri State University, on a full or part-time basis (6-12 credit hours). Student must complete at least 6 hours of graduate credit each semester, enroll for no more than 12 hours each semester, and must maintain a 3.00 GPA on all graduate course work.

During the assistantship, the selected graduate student is not eligible for other University Employment. The Graduate Assistantship requires an average working time of 20 hours per week.

This assistantship/term of employment is one academic year (two semesters), with the potential for a second academic year to be determined at a later date.

Qualifications

1. Must be comfortable working with a variety of people and constituents; be flexible, self-directed, attentive to details, and creative.
2. Must be able to work independently and to use initiative to solve problems.
3. Experience with esports (competitive playing, coaching or other) is preferred.
4. Excellent oral and written communication skills required.
5. Excellent problem solving skills, especially related to computer/technological issues is required.
6. Educational background and/or work experience in marketing or advertising is preferred. Experience creating a marketing plan is preferred. Experience marketing to college students is preferred.
7. Knowledge of basic event planning required. Experience planning group events is preferred.
8. Must be available to report to work one week prior to beginning of each semester.

Applications

Please submit a cover letter, resume, and completed Graduate Assistant Application, via email, to Terry Weber, Director of the Plaster Student Union (terryweber@missouristate.edu). Position will remain open until filled.