

Labor Market Analysis: ESports Management

Central Valley/Mother Lode Center of Excellence, February 2024

Summary

The Central Valley/Mother Lode Center of Excellence for Labor Market Research (CVML COE) prepared this report to provide regional real-time labor market demand data related to the emerging field of ESports management. Since the world of ESports is new and expanding quickly, traditional labor market data and occupational codes do not accurately reflect the rapid growth occurring on an international scale. However, there may be demand for these workers from local employers that is not reflected in traditional labor market data. For this reason, real-time labor market data is utilized in this report to provide a timelier, more nuanced view of the regional job market for jobs in the field of ESports.

Job Postings

In order to research the local area demand for the targeted ESports curriculum areas, a real-time labor market search was conducted to assess the demand for these specific skills and/or occupations within the ESports arena. Based on the program curriculum, a real-time labor market information search was conducted to find job postings over the last 12 months for each of the six curriculum areas: competitors, coaches and assistant coaches, analysts, sports casting, video editing, and journalists.

Competitors

Over the past 12 months, there were four job postings for ESports competitors in the CVML region. Skills listed on these job postings included creative direction, design thinking, interaction design, product design, talent management, team management and visual design.

Coaches and Assistant Coaches

There were 10 job postings for coaches of ESports over the past 12 months. Skills requested by employers for ESports coaches were teaching, performance appraisals, performance analysis, training activities, social media, curriculum development, and gaming industry knowledge. Half of the job postings (5) requested a bachelor's degree, while the other half of job postings (5) requested a high school diploma or equivalent.

Analysts

Local employers in the CVML region posted 19 jobs over the past 12 months for various ESports analysts. The top job titles were business operations analysts, data analysts, and insights analysts. The plurality (90%) of these job postings listed a bachelor's degree as a requirement, while only two job postings listed a high school diploma as the minimum advertised education.

Broadcasting/Sportscasting

Over the past 12 months, there were 11 job postings for broadcast occupations within ESports. The top job titles in these postings were for broadcast engineers, associate broadcast engineers, and broadcast production managers. Skills necessary for these jobs, according to job postings, are broadcast industry knowledge, project management, equipment operation, and video production.

Video Editing

This search term produced the most job postings in the Esports field of the six curriculum areas with 49 job postings. Top titles among these postings were for freelance topics editors, editors, freelance digital video specialists, junior video editors, and producers/editors.

Job Postings by Occupation

In order to find job ads listing “ESports” as well as at least one of the curriculum areas in the job description – as well as other high-demand occupations within Esports – a broader keyword search was also conducted. By expanding the search, even job postings with loose connections to the Esports world were included, as students completing an Esports program would likely be qualified to work in related fields, but utilize a similar skillset. Over the past 12 months, **247 online job postings in the CVML region mentioned Esports as well one of the curriculum keywords.** Exhibit 1 displays the number of job postings by occupation. Of these Esports-related occupations, the top three were managerial: *marketing managers* (60 job postings), *producers* (31), and *general and operations managers* (27). The highest number of job postings were for graphic designers, coordinators, product managers, associate managers, and customer experience specialists. The top skills were broadcast industry knowledge, social media, project management, Adobe Photoshop, and key performance indicators (KPIs). Of the 68% of Esports-related job postings that listed a minimum education requirement, 36% (60 job postings) listed a high school diploma, 11% (19) listed an associate degree, and 53% (89) listed a bachelor’s degree.

Exhibit 1: Job postings by occupation (last 12 months)



Appendix A: Sources

- Lightcast (EMSI / Burning Glass)

Appendix B: Esports keywords for Lightcast

- Esport*
- Player*
- Competitor*
- Coach*
- Analyst*
- Broadcast*
- Journal*

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