

A day in the life of a...

Brands Manager

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Meet Lucy, a Brands Manager for the Football Association

Lucy was directly involved with all the off-the-pitch action in big calendar events as Brand Manager for the FA. Here, she reveals how she spent her day as Brand Manager for the FA Cup Final.



7am - Check all the static branding, particularly the areas with a high broadcast pick-up.

8am - Check the digital branding inside and outside the stadium.

11am - Running order meeting, scrutinise all the music, PA scripts, graphics, screen entertainment and on-pitch activity.

1pm - Countdown to kick-off. As the gates open, it's show time.

2pm - We have competition winners in attendance, and they'll also get the VIP experience.

3pm - I like to work, meet and greet VIPs from our main sponsors and partners. I show them round the stadium.

4pm - Check our content is being shared across our social channels.

5.15pm - Kick-off! Time to prepare for half-time and the entertainment and competition winners.

6.45pm - Take the ribbons of the losing team off the trophy. Organise the players to receive the trophy, in order behind the captain and once they've lifted the cup, it's back to the pitch for the team celebrations. At this point, my work is done!

Average Salary:

£20,000 to £65,000 per year

Weekly working hours:

35 to 39 irregular. You could work: evenings / weekends / events

Future need for this role:

There will be 4% more Sports Event Management jobs in 2025.

Industry:

Sports Business