What is a

Business Development Manager?

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Rob, a Business Development Manager for Euro 2020.

Rob managed the hospitality sales team for UEFA EURO 2020. Rob spoke to us about his role for Euro 2020, what his day-to-day routine consisted of and provideed some brilliant advice to those trying to break into the sports business industry.

What is the role of a Business Development Manager?

My main focus was to exceed sales targets selling Euro 2020 hospitality into the UK market.

I took the lead on sales strategy, working closely with our marketing department to ensure my team had the right tools at hand to ensure a successful project.

What skills and knowledge do you need?

The core competencies displayed in my role include strategic business development, product definition, development of sales operations & marketing strategy, recruitment, training and ongoing sales team management.

What are three great things about working in the sports business industry

1. Meeting great people – the sports industry is full of ambitious, inspiring people.
2. Experiencing some of the best sporting events.
3. Sport connects people like no other industry.

What advice would you tell young people looking for Business Development jobs?

Get out there as much as you can. A week's work experience in a club, stadium or organisation is invaluable. Whether you are volunteering or doing work experience, the more exposure you can get, that will stand out to employers is always helpful.

Average Salary:
£25,000 to £65,000 per year

Weekly working hours:
35 to 39 irregular. You could work: evenings / weekends / bank holidays

Future need for this role:
There will be 6% more Business Development jobs in 2025.

Industry:

Sport Business

What is a

Health and Fitness Leisure Centre Manager?

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Chloe, a Leisure Centre Manager for Everyone Active

Chloe is the leisure centre manager of several leisure centres owned by Everyone Active. Chloe spoke to us about her role, what her day-to-day routine consisted of and provided some brilliant advice to those trying to break into the health and fitness industry.

everyone ACTIVE

What is the role of a Leisure Centre Manager?

As the Leisure Centre Manager, I am accountable for the entire running of the facility. I am also in charge of the safety and wellbeing of our customers, contractors and all colleagues that work within the centre. I manage a team of around 100 people in total.

What are your main responsibilities?

My main responsibilities include the day to day running of the centre. I need to ensure we are fully staffed and operational at all times. I am also in charge of ensuring the centre is safe at all times and fully compliant.

What do you enjoy most about your Leisure Centre Manager role?

No two days are ever the same.

I enjoy managing a team and helping to support those who want to progress in their career. I enjoy getting stuck in, being hands on and really getting to know our centre users.

What opportunities are there in the Health and Fitness industry for young people?

There are so many different opportunities for young people to start a career in leisure. At Everyone Active we have a wide range of apprenticeship opportunities and our all rounder scheme gives young people a chance to try out a variety of different roles within the company.

Average Salary:
£18,000 to £35,000 per year

Weekly working hours:
39 to 41 irregular. You could work: evenings / weekends / bank holidays

Future need for this role:
There will be 3% more Leisure Centre Manager jobs in 2025.

Industry:
Health and Fitness

What is a

Sports Physiotherapist ?

careers in sport.

Explore more careers:

www.careers-in-sport.co.uk

Meet Tracey, a Physiotherapist for the Football Association

Tracey currently works for The Football Association as Head of Physiotherapy, providing treatment and advice for athletes with sports injuries. Tracy spoke to us about her role as Head Physiotherapist, her challenges faced and the qualifications needed.

What is the role of a Sports Physiotherapist?

Physiotherapists treat athletes with sports injuries. They identify the injury and then devise a programme to improve the movement and function of the injured area. They also provide advice on how to avoid injuries.

What qualifications do you require?

Universities usually look for A Levels Grade B/C. One A Level should be in biological science. Students should also hold a minimum of five GCSEs at grade C and above and include Maths, English Language and Sciences. Complete your hospital/clinic rotations as a junior physiotherapist to gain all round experience before specialising.

What challenges does the role provide?

Physiotherapists have long hours and sometimes unsocial hours when travelling. You also spend a lot of time away from friends and family, which means missing family occasions due to sports fixtures.

What advice would you provide young people looking to establish a career in sports physiotherapy?

Volunteer with a sports organisation/team to gain experience. Experience a day in the life of a sports physiotherapist by shadowing a physiotherapist for a day.

Average Salary:

£23,000 to £50,000 per year

Weekly working hours:

38 to 40 irregular. You could work: evenings / weekends / bank holidays

Future need for this role:

There will be 5% more Sports Physiotherapy jobs in 2025.

Industry:

Sport Science

What is a

Football Development Manager?

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Prathiv, a Football Development Manager for BUCS

Prathiv is the Football Development Manager for BUCS. Prathiv spoke to us about his role, what his day-to-day routine consisted of and provided some brilliant advice to those trying to break into the sport business industry.

What is the role of a Football Development Manager?

This role is the key strategic lead on the delivery of the BUCS Football Development FA National Game Strategy, managing the relationship with the FA and other key national partners on behalf of BUCS.

Day to day, this role is about building relationships and partnerships and delivering outcomes through them to enhance the student experience through sport (football) and to raise the profile of university football.

I also get to develop young people to be the future workforce. Working in the Higher Education sector and football is also very rewarding. Iget to give something back to a sector which has so much potential, but which is also just generally really great.

What qualifications would you recommend?

A degree in Sport Development helped me along the way but I also recommend building a network of people around you who you can trust and act as mentors and friends.

What advice would you provide young people looking to establish a career in football development?

I would recommend contacting your local County Football Association and seeing what opportunities they have available for you to gain work experience.

Average Salary:
£20,000 to £60,000 per year

Weekly working hours:
39 to 41 irregular. You could work: evenings / weekends / bank holidays

Future need for this role:
There will be 5% more Marketing and Communication jobs in 2025.

Industry:

Sport Business

What is a

Sports Marketing Officer?

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Conor, a Marketing and Partnership Officer for the Somerset FA

Conor is the Marketing and Partnership Officer for the Somerset FA. Conor spoke to us about his role, what his day-to-day routine consisted of and provided some brilliant advice to those trying to break into the sports industry.

What is the role of a Sports Marketing Officer?

The role is very varied and covers everything from: building and maintaining the website, social media, email communications, graphic design, photography, media relations, PR, project management, signing commercial partnerships and even IT support!

Do you enjoy working in the sports industry?

Sport is such a great vehicle for positive change, and everyone I have met in the industry thoroughly enjoys their role, whether they be a volunteer or lucky enough to have a paid position in the industry.

What advice would you provide young people looking to establish a career in sports marketing?

Gain as much relevant experience as you can!

It's a very competitive industry. With marketing jobs in sport receiving many applications; you need something on your CV to stand out. Get as much knowledge (academic and practical) and real experience as you can.

Reach out to your local clubs, your County FA, your local press and see if they have any opportunities to offer you experience

Average Salary:
£20,000 to £80,000 per year

Weekly working hours:
39 to 41 irregular. You could work: evenings / weekends / bank holidays

Future need for this role:
There will be 4% more Marketing and Communication jobs in 2025.

Industry:

Sport Business

What is a

Sports Communication Officer?

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Tash, Head of Communications for Premiership Rugby

Tash has been in the communications industry within sport for many years and has worked at some of the largest sporting events around the globe. She shared with us some of her experiences since her career has started, as well as sharing some invaluable top tips for those looking to get into the industry.

What is the role of a Sports Communication Officer?

The key role is driving the planning and direction of the communications team. We have a communications manager who does so much of the day-to-day content management, content delivery, uploading, sending out press releases.

I work with commercial partners, stakeholders, agencies, trying to bring together everyone who is involved in the delivery side of communications – for example I work with the social media team, commercial team, public affairs consultant to try and bring those roles together in a cohesive way.

If you were looking to employ someone, what aspects, skills and experiences would you be looking for?

I always look for people that have good written fluency. You need good punctuation, grammar and sentence structure. Being able to demonstrate a really good understanding of how to write and how to present information is really key. You're also looking for personality –if people can try stand out from the crowd it's really welcomed.

Average Salary:
£20,000 to £75,000 per year

Weekly working hours:
39 to 41 irregular. You could work: evenings / weekends / bank holidays

Future need for this role:
There will be 4% more Marketing and Communication jobs in 2025.

Industry:

Sport Media

What is a

Sports Journalist?

careers in sport.

Explore more careers:

www.careers-in-sport.co.uk

Meet Emma, a Sports Journalist for BBC Sport

Emma is a Sports Journalist for BBC Sport. Emma spoke to us about her role, what her day-to-day routine consisted of and provided some brilliant advice to those trying to break into the sports industry.

Average Salary:

£18,000 to £40,000 per year

Weekly working hours:

39 to 41 irregular. You could work: evenings / weekends / events

Future need for this role:

There will be 4% more Sports Journalist jobs in 2025.

Industry:

Sports Media

What is the role of a Sports Journalist?

As a sports journalist I cover a range of sports for the BBC Sport website – delivering live content, news, features, interviews and social media content. I specialise in football and tennis. I cover Premier League, European top flight, international and women's football.

What skills and knowledge are important in your role ?

You need to be able to communicate fluently in order to build contacts in the industry. Also, it's obviously key to demonstrate strong written and grammar skills and appreciate what the most newsworthy lines are.

What advice would you provide young people looking to establish a career in sports media?

There are always opportunities for work experience and internships but it's a hugely competitive industry. You need to be proactive and organise your own work experiences through communication and building contacts.

Keep working hard to get experience and try and find something you specialise in. Don't say no to any opportunities and give everything a go until you find something you excel in.

What is a

Sports Illustrator?

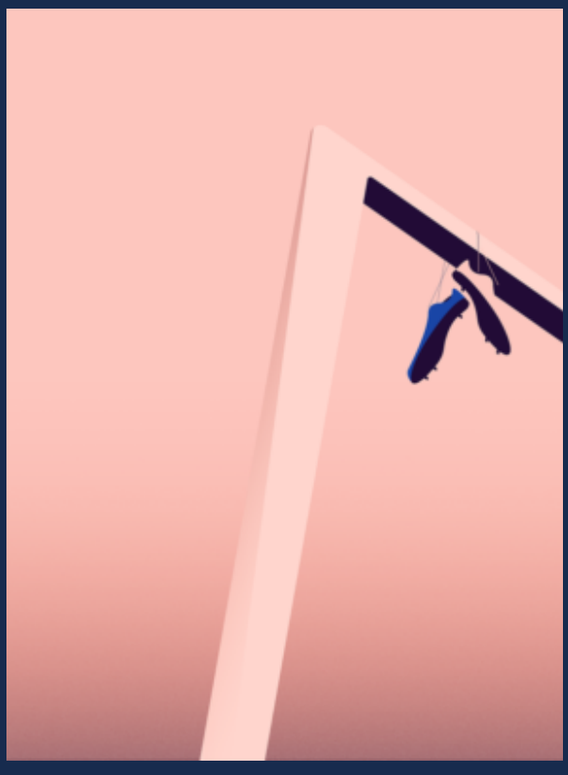
careers in sport.

Explore more careers:

www.careers-in-sport.co.uk

Meet Marcus, a free lance sports illustrator

Marcus is a professional sports illustrator and is commissioned by clients to produce illustrations for a specific purpose. Clients he has worked with in the sports industry include BT Sport, Aston Villa FC and the Football Association.



How did you become a Sports Illustrator?

It is all a result of spending time producing the kind of work you want to do. I love sport and enjoy producing visuals addressing a sporting theme. By sharing this work in your portfolio, potential clients are able to see what you can produce.

Where has your work appeared?

Editorial work has been for publications including The Guardian Weekend, British GQ, WIRED, and These Football Times. Often work for football clubs will be for use online or in print for the matchday programme.

How does one become an illustrator?

I studied advertising and worked in the industry until I felt the time was right to start on my own. My experience has been from working in the creative industry.

What advice would you give to someone looking to embark on a career in illustration?

Very simply, do the work you most enjoy - and let the rest take care of itself.

Average Salary:

£18,000 to £40,000 per year

Weekly working hours:

39 to 41 irregular. You could work: evenings / weekends / events

Future need for this role:

There will be 2% more Graphic Designer jobs in 2025.

Industry:

Sports Media

What is a

Sports Public Relations Professional?

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Emma, a PR Professional for Everyone Active

Emma is a PR Professional for Everyone Active. Emma spoke to us about her role and provided a breakdown of a typical day in sports PR.

What is the role of a Sports PR Professional?

Before entering the industry I, like many others, thought that sports PR professionals spent their days schmoozing journalists and attending glamorous parties – I was wrong. It's far more interesting, challenging and satisfying than that.

What does the Sports PR role involve?

Every day is so different. I could be attending a meeting or event, interviewing an athlete, writing press releases, or all of the above, so it is important to be organised and prioritise tasks.

The team and I regularly brainstorm ideas about how to generate media coverage for our clients. For example, I had a call from Strictly Come Dancing's Natalie Lowe about a new dance fitness class she has developed with Ian Waite and Mark Foster. I pitched the class to a women's fitness title last week and they were keen to interview Natalie, so I asked the questions on their behalf, wrote them up and the interview appeared in the next edition of their magazine.

Average Salary:
£18,000 to £90,000 per year

Weekly working hours:
39 to 41 irregular. You could work: evenings / weekends / bank holidays

Future need for this role:
There will be 4% more Public Relations jobs in 2025.

Industry:

Sports Media

What is a

Recruitment Coordinator?

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet David, a Recruitment Coordinator from Ultimate Activity Camps.

David currently works for Ultimate Activity Camps and is responsible recruiting high quality coaches for their holiday camps. David spoke to us about his role at Ultimate Activity Camps, what his day-to-day routine consists of and provides some brilliant advice to those trying to break into the sports business industry.

ULTIMATE ACTIVITY CAMPS

Average Salary:
£16,000 to £60,000 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 Recruitment Coordinator jobs in 2025.

Industry:

Sports Business

What is the role of a Recruitment Coordinator?

To oversee the end to end recruitment for temporary staff who help us deliver the high standards we have promised parents, children and schools. My time is taken up by selecting and appointing suitable staff. This involves sourcing suitable candidates, conducting interviews, completing necessary background checks

What skills and knowledge do you need in your role as a Recruitment Coordinator?

To be well organised and to have excellent attention to detail. As the role involves liaising with a lot of people on a day to day basis, its key to be a confident communicator, both written and verbally. The ability to work under pressure and meet deadlines is also crucial!

What are looking for within job applications?

Knowledge or experience is typically one of the first things we look out for when we assess potential candidates. Another factor that we consider is looking for the good interpersonal skills suited to the role and being able to relate to our core mission.

What advice would you tell young people looking for jobs?

Live your own life and do what feels best for you. Ensure that the decisions you make are an informed and conscious one and don't let outsiders influence what you should and should not do. There is no one right way to do things, with all things in life it will always be context dependent.

What is a

Media Producer?

careers in sport.

Explore more careers:

www.careers-in-sport.co.uk

Meet Joe, a Producer for Chelsea TV.

Joe has worked as an Assistant Producer for Sunset & Vine for BT Sport, FATV and now works for Chelsea Football Club. We spoke to Joe about his role and how he worked his way up to his current role.

What is the role of a Producer?

I produce montages, features, analysis and go on media shoots. I have worked in both the live element and post production side, which has involved producing half-time and full-time analysis during live games and features for the pre-match build up, as well making music montages for the shows.

What skills and knowledge do you need in your role?

I went to university to study Journalism, Film & Media. During my summer's, I would try and get as much work experience as possible – at the time mainly in print based publications. if you ask, a lot of organisations will offer you work experience. Whilst studying I was always trying to get work experience – I worked for Port Vale and Birmingham City at the weekends filming interviews for their websites and during quiet weeks I gained work experience at ITV Wales – all these helped develop my skills.

Average Salary:

Variable

Weekly working hours:

39 to 41 irregular. You could work: evenings / weekends / events

Future need for this role:

There will be 2% more Television Producer jobs in 2025.

What advice would you tell young people looking for jobs?

I would encourage anyone thinking of getting into TV to get your head down and always go above and beyond when you get any sniff of an opportunity. If you work hard, you get noticed. Never be afraid to speculatively apply to companies. You never know what opportunities some companies might have suddenly open up – and your CV could be the first in the door.

Industry:

Sports Media

What is a

Women's Sport Development Officer?

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Sue, a Sports Development Officer from the English Cricket Board.

Sue currently works for the England Cricket Board (ECB) and aims to increase and develop the range of Sport and Physical Activity opportunities for women. Sue spoke to us about her role at the ECB, what her day-to-day routine consists of and provides some brilliant advice to those trying to break into the sports industry.

Average Salary:
£21,000 to £50,000 per year

Weekly working hours:
36 to 38 irregular. You could work: evenings / weekends / events

Future need for this role:
There will be 2% more Sports Development jobs in 2025.

Industry:

Sports Business

What is the role of a Sports Development Officer?

My responsibility involves collating knowledge of women's cricket and wider sports issues that affect participation in women's sport. Development of improved practices and innovative solutions is key to the role. My aims are to create opportunities and influence people to create change.

It sounds like an incredible opportunity to make a difference in cricket?

Being able to transform opportunities for girls and women in cricket and change cultures through getting more people taking women's cricket seriously is brilliant.

I also love being able to make a real difference by doing something better and making things clearer. Seeing women and girls participation increase as a direct impact of the work you do is very rewarding.

What advice would you offer young people looking for a career in sports business?

I would recommend a business or sports management degree. You'll also need project management, leadership/people management and IT skills. If you can, try and work for a sports organisation through volunteering or through a work experience or apprenticeship. Job shadow people within different departments, and try and understand the sports framework for clubs and schools so you understand the environment you are expected to work within.

What is a

Sports Journalist?

careers in sport.

Explore more careers:

www.careers-in-sport.co.uk

Meet Daniel, a Sports Journalist for The Daily Telegraph.

Daniel spoke to us about his role in the sports media industry, what his day-to-day routine consists of and provides some brilliant advice to those trying to break into the industry.

Average Salary:

£18,000 to £40,000 per year

Weekly working hours:

36 to 40 irregular. You could work: evenings / weekends / events

Future need for this role:

There will be 2% more Sports Journalist jobs in 2025.

Industry:

Sports Media

What is the role of a Sports Journalist?

Working in sports journalism we work in the media industry (newspaper, magazines, radio, television, internet) and sources researches, writes and presents stories for publication in local, regional and national press.

What do you love about your role?

My job enables me to be paid to do a job I love, whether it is going to the Olympics, or interviewing one of my childhood heroes. It is also incredibly satisfying to see your name in print after a job well done. I continue to get a buzz from my job as a sports journalist every day of the week. Be warned though, it's long hours and can be poor pay to begin with...

What qualifications do you need?

A National Council for the Training of Journalists (NCTJ) qualification is an essential stepping stone to a career into any field of journalism not just sport.

What advice would you offer young people looking for a career in sports media?

Try and either get a job as a sports journalist with your local newspapers, to magazines and websites to try and gain a broad understanding of each different field of journalism. Make sure you are writing regularly, even if it is not published. Next time a football or rugby game is on TV try turning the commentary off and writing a 200-word match report within five minutes of the final whistle.

Meet a

Sports Photographer

careers in sport.

Explore more careers:

www.careers-in-sport.co.uk

Meet Andrew, a Sports Photographer for Getty Images.

Andrew spoke to us about his role in the sports media industry, what his day-to-day routine consists of and provides some brilliant advice to those trying to break into the industry.

What is the role of a Sports Photographer?

A sports photographer specialises in producing sporting images for commercial, artistic or editorial material. Many photographers are self-employed and sell their images to local, regional and national organisations.

Talk us through a typical match day

You have to arrive early at the venue and decide where to position yourself. It's never easy to decide because you just never know what or where the major moments of the game will occur. During the game you have to be focused 100% and cannot afford to miss any moment because something could happen at any time. After the game you process your images to see if any will make the back pages of tomorrow's newspapers!

What can budding snappers do to stand out?

Go to your local park and practice taking photos of the local football match (ask permission first). Gain work experience with a photographer and take photos at a wedding, for example, and take portrait shots of a family member or friend.

Salary?

A junior photographer coming straight from college would start on around £12,000 per year, but the top photographers can earn up to around £75,000 or more.

Some combine sports photography with weddings or other portrait photography to earn even more.

Average Salary:
£12,000 to £75,000 per year

Weekly working hours:
36 to 40 irregular. You could work: evenings / weekends / events

Future need for this role:
There will be 2% more Photographer jobs in 2025.

Industry:

Sports Media

What is a

Commercial Partnership Manager?

careers in sport.

Explore more careers:

www.careers-in-sport.co.uk

Meet Tom, a Commercial Partnership Manager for UK Sport

Tom currently works for UK Sport and looks at strategic bigger-picture projects and revenue across the Olympic and Paralympic landscape. Tom spoke to us about his role at UK Sport, what his day-to-day routine consists of and provides some brilliant advice to those trying to break into the sports business industry.

What does your role involve doing?

We work with the National Lottery to run promotional campaigns that help to drive awareness so that when people play, they're actually helping to fund Olympic and Paralympic sport. There is also an aspect of the role that helps to build our case to the government for more support by trying to demonstrate the positive impact that Olympic and Paralympic sport can have on the community.

A typical day in your role?

There will be various meetings around the strategic side of things, whether that's internal meetings around our major events with the communications team, or external meetings with different sports about new ventures that we can do to promote The National Lottery, support athletes to be more involved in their local community, or perhaps a commercial venture looking to increase revenue.

What advice would you tell young people looking to work in the sports industry?

In your first job in your chosen area it's about building a network of people and having an insight into the kind of work people are doing. You've got to understand the role they play within the industry, and what they are looking to achieve.

Average Salary:

£25,000 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 6% more Sports Management jobs in 2025.

Industry:

Sports Business

What is a

Sports Performance Analyst?

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Chris, a Sports Performance Analyst for British Judo.

Chris is the performance analyst for the English Institute of Sport and works with the British Judo team at the Centre of Excellence. He has been involved in Judo as a performer for the last 23 years.

Average Salary:
£18,000 to £60,000 per year

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

Future need for this role:
There will be 3% more Sports Scientist jobs in 2025.

Industry:

Sports Science

What is the role of a Performance Analyst?

A performance analyst will provide relevant key performance information to athletes and coaches during and after performance. Information is provided to improve performance through understanding and improving techniques, movement and tactics within a sport. They can measure the techniques and tactics of the best performers and then compare them against the athletes they are working with and provide guidance on how athletes can improve and develop.

How did you establish a career in sports performance?

I did a BSc (Hons) Physiology and Sports Science. At the end of the second year I applied for an internship to work as a performance analyst at Glasgow Warriors. I did this alongside my degree for the last two years and another two years after I had finished studying. I worked with the Scottish National Rugby team as well providing sport science support, including GPS monitoring and wellness monitoring.

What advice would you offer to young people looking to work in sports science?

I would suggest going through formal undergraduate education but ensure any programme you enrol on has a practical work placement. You need to have the experience and have the opportunities to learn about building relationships and find out what it is like working with individuals and within different organisations.

***Interview from Careers in Sports Science by Simon Rea**

What is a

Events and Project Manager?

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Orso, an International Events and Project Manager

Orso is a free-lance Events and Projects Manager. Orso spoke to us about his role at UK Sport, what his day-to-day routine consists of and provides some brilliant advice to those trying to break into the sports business industry.

Average Salary:
£17,000 to £75,000 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

What does your role involve doing?

The role is varied but predominantly an events manager will oversee a department's operations on venue. The role involve hiring, training, and leading teams of paid staff and volunteers. Among my responsibilities are logistics planning and delivery, branding, media and broadcast operations planning and management, event operations and staff, volunteer, and contractor training. I've been fortunate to work at Euro 2016, Toronto 2015 Pan America Games and the London 2012 Olympics.

What challengers do you face in your role?

Event management can be long days, though these come with the territory. And occasionally, politics that interfere with plans. Sports events can also mean long periods away from family and friends. This is particularly true when you are freelance and accept last-minute opportunities.

What advice would you offer people looking to work in the sports science industry?

I would recommend volunteering at a local event or, if you are prepared to travel, at an international one. Volunteering will allow you to find out if this is the path you want to follow.

A trend is for many people to obtain Project Management qualifications, such as PMP or PRINCE 2.

Meet a

Sky Sports Graduate Journalist

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Matt, a Sports Journalist for Sky Sports News

We spoke with Matt about his job at Sky Sports News, how he secured that job through a graduate scheme. He also gave some insightful advice to those looking to establish a career in the sports media industry.

Average Salary:
£16,000 to £70,000 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 Journalist jobs in 2025.

What does your role at Sky Sports News involve?

I landed the position on the Sky Sports News graduate scheme and I'm currently working on the planning desk. They are the heart of all the decisions about what content goes forward to be commissioned. It's pretty hands on!

What are your main responsibilities?

It is the responsibility of my colleagues and I to set the agenda. We are the go-to for everyone in the newsroom. All of our content is put into a newsroom-wide diary and we are responsible for everything from pitching ideas to the news desk, ensuring reporters know their briefs, and to be working in the here and now and planning future content in the medium and long-term.

What opportunities are there in the sports media industry for young people?

There are more pathways now, but more outlets means more competition and social media has convinced everyone they can be a journalist!

Many of the national outlets also run work experience programmes, although you have to apply for the vast majority of them and they can be competitive.

Industry:

Sports Media

Meet a

Freelance Sports Writer

careers in sport.

Explore more careers:
www.careers-in-sport.co.uk

Meet Alex, a freelance sports writer for Sky Sports News and the Mirror

We spoke with Alex about his job as a freelance sports writer. Here he outlines the challenges in his role and gives some insightful careers advice for those people keen to forge a career in the sports media industry.

Average Salary:
£16,000 to £70,000 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 Journalist jobs in 2025.

Industry:

Sports Media

What does your role as a sports writer involve?

As a sports writer I am responsible for breaking news stories, coming up with original ideas for articles, writing match reports and live blogging.

What are the biggest challenges in your role?

The consumption of news on a 24-hour basis means there is always competition with other outlets. I have regularly worked night shifts from 11pm-7am in order to keep the production of stories going and keep the numbers on the website ticking over, something which would have been unthinkable 25 years ago.

Entry level roles or internships are often poorly paid and difficult to get on.

What skills and knowledge do you need in your role as a sports writer?

You need a calm head and thick skin. You will inevitably make mistakes in this job and receive constructive criticism. You will also experience knock backs, rejections and the occasional feelings of inadequacy. You need a positive outlook. Every time you feel like you failed, you should try to take the positives out of it, move on and try again. There are a lot of learning curves, but they will all help in the long term.

One piece of advice for young people?

Don't be lazy! Take every opportunity even if it means doing something not so appealing at the time.

What is a...

Sports Nutritionist?

careers in sport.

Explore more careers:

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Meet James, a Sports Nutritionist for Gloucester FRU

James is a Sports Scientist for Gloucester rugby team. He adapts the diets of players, guides their eating schedule and also works alongside the team regularly to maximize their recovery periods after matches.

Average Salary:
£24,000 to £40,000 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 Nutritionist jobs in 2025.

Industry:

Sports Science

What does your role as a nutritionist involve?

A sports nutritionist needs to be able to educate, strategise, inspire, and motivate athletes to help them make food choices to optimise health, and maximise their performance. A sports nutritionist will agree goals with the athlete and the other coaches across a multi-disciplinary team and then work towards those, translating science into useable information for the athlete.

What qualifications and experience are required?

The Sports and Exercise Nutrition Register (SENr) is fast becoming the badge of quality that athletes can trust. Whichever way you start your training as a sports nutritionist I would recommend aligning yourself with the criteria to becoming registered. This in most cases will mean completing a postgraduate masters in sports nutrition, and many of the best are aligned with SENr competency framework.

One piece of advice for young people?

Get out there and work with athletes. Also practice specific foods and drinks yourself around competition and big training sessions. Sports nutrition as an end product is very individual and finding out what works for you and actioning it will help your own education.

A day in the life of a...

Brands Manager

careers in sport.

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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