

What is a

**Sports Public**

**Relations Professional?**

**careers**  
**in sport.**

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## 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.



### 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.

### 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.

Industry:

**Sports Media**