

Meet a

Sky Sports

Graduate Journalist

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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.



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.

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