

What is a

Sports

Marketing Officer?

careers
in sport.

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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.



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.

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.

Industry:

Sport Business