

What is a

Women's Sport

Development Officer?

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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.



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.

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