



Investigating Careers in Sport

To enter a career related to your degree in sport it is important to start finding out, as soon as possible, what jobs in sport actually involve, what career routes are available and what skills and experience you will need before entry. Below are some of the ways in which you can do this research.

1. Build your awareness of jobs and careers in sport

Familiarise yourself with the main sports careers websites

Visit the [Careers Network website](#) for lists of both specialist sports websites and general careers sites which feature sport.

Read online career profiles / case studies

- Use the sources provided here, on the [Careers Network website](#) and others that you find online to locate:
 - i) Career profiles – giving you an overview of a specific sports career;
 - ii) Case studies – written about an individual who has successfully developed a career in sport.
- Attend (and read notes from) presentations and watch videos by people who work in sport.
- During your time at Loughborough, there will be opportunities to attend or view presentations, events and conferences at which Sports practitioners and industry experts talk about the work they do. Look out for events organised both by **SSEHS** and **Careers Network**. Reviewing the presentation slides will, like reading the case-studies, give you an insight into the careers of a variety of individuals who work in sport.

Join a relevant professional body and attend conferences

- Professional bodies and industry organisations provide information on qualifications, accreditation, events, employer networks and much more. They run conferences and often provide information targeted at university students. Work out which ones are relevant for you and make the most of what they offer.
- Joining a relevant professional body, e.g. BASES, as a student member can give you access to additional resources, events and networks which can help you with all of the above. There will be a fee, but you usually find it is a good investment in your future career!

Learn about the sports industry

- If you wish to enter a career in sport management/administration, you should keep a close eye on what is happening in the world of sport, e.g. What are the burning issues in sport? What are the outcomes of major competitions? Which organisations are sponsoring major events and who has gained TV rights to them? Where/how are government funds being spent on sport?
- Watching lots of sport on TV will give you some awareness and you can gain much more detailed and business-related knowledge by signing up for regular alerts from sports websites, reading blogs, watching videos and following organisations on social media.

2. Make your own contacts in the sports industry

- Many industry experts stress the importance of building up a network of useful contacts for support in getting work experience and becoming established in the sports industry. There are many opportunities for you to be in contact with people who could enable you to increase your career awareness, e.g. at careers fairs, at sports events/venues, in your own sports clubs and whilst doing part-time and voluntary work.
- Learn how to network effectively.
- Having identified potential contacts, you need to make effective use of them in building your experience. Many students are unsure about their ability to network but this is a skill that anyone can learn to develop successfully. For advice on networking and approaching employers speculatively visit the [Find jobs and work experience](#) page of the Careers Network website.
- It is important to include social media as a form of networking with employers. Engage with organisations on LinkedIn and follow them on Twitter to gain insider knowledge on companies, current trends, industry challenges and generally what's going on in the sector.

3. Spend time working alongside sports practitioners

- Any relevant work experience is valuable and will help you to see first-hand what the work is really like. Once you've started to make some contacts in the field of work that interests you, it should be fairly easy to arrange work shadowing (unpaid work observation of not more than a few days). Work shadowing can often enable you to find out about paid work experience opportunities.
- Volunteering is also a great way of gaining work experience and skills. A large proportion of the sporting activity in this country is carried out through the work of volunteers, e.g. in sports clubs, through coaching and development activities etc. The range of opportunities to gain voluntary experience is therefore virtually endless.
- Look out for opportunities to gain coaching/refereeing qualifications/experience or any other qualifications or accreditations relevant to the area of work you want to pursue. Loughborough's [Coach and Volunteer Academy](#) is the perfect place to start.
- We advertise some sports related work-experience opportunities on [Careers Online](#).
- You can use the national volunteering database [Do IT](#) to find sports-related volunteering opportunities anywhere in the country.
- The more work experience you obtain, of whatever type, the more opportunities you will have to develop contacts with people who work professionally in the field. This, in turn, can lead to more work experience to keep your CV growing!

4. Get help with your career planning

- Doing all of the above takes time and motivation so it's good to have some help with it.
- As well as searching for information and opportunities, see if you can find yourself a mentor. This could be someone you have met through your course, a Loughborough alumnus you have got to know through your networking, or an employer you have spent some time working alongside. This person should be someone you could ask for advice, share ideas with, motivate you and put you in touch with others.
- As a Loughborough student (and graduate) you can access information, advice and guidance from the Careers Network team. To find out more, and to get advice on a whole range of careers related topics, simply visit our [website](#). Good luck!

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