



# CAREERS IN SPORT

This leaflet is aimed at anyone, regardless of academic subject, who is interested in a sports related career. There are some career areas where a relevant degree e.g. Sports and Exercise Science (SES) or Sport and Social Science (SaSS), would be necessary. However, given the strong sporting profile of many students at this university, you may find that you would like your work to reflect your interest in sport rather than your academic subject. There is no way this leaflet can be totally comprehensive, however it does guide you to some key resources and gives you some general advice.

## Start researching

If you would like to enter a sports related career then it is important to start finding out, as soon as possible, what jobs in sport involve, what routes people normally take to get into them and what skills and experience you might need before you can get into them.

Read as much as you can about the jobs that people do using the resources in this guide. The more you know about the day to day work of people the easier it will be for you to decide if it is right for you. Many of the websites below have case studies and profiles for you to read.

British Association of Sport and Exercise Sciences

[www.bases.org.uk](http://www.bases.org.uk) ; [@basesuk](https://twitter.com/basesuk)

The biggest professional body in the UK, almost 50% student membership, advertising a wide range of sports science opportunities including sponsorships. Site includes a downloadable guide available at [www.bases.org.uk/Careers](http://www.bases.org.uk/Careers). You can join this professional body as a student member.

SkillsActive

[www.skillsactive.com](http://www.skillsactive.com)

Website of the Sector Skills Council for Active Leisure and Learning.

Careers Service catalogue

[www.bath.ac.uk/students/careers/information-resources/catalogue/occupational/index.html#leisure](http://www.bath.ac.uk/students/careers/information-resources/catalogue/occupational/index.html#leisure)

A list of sports and leisure careers resources researched by the staff of your Careers Service.

Careers in Sport

[www.careers-in-sport.co.uk](http://www.careers-in-sport.co.uk) ; [@careerinsport](https://twitter.com/careerinsport)

From Sport IQ, the website that aims to help anyone who has an interest in developing both their own and others' sporting intelligence.

Prospects.ac.uk

[www.prospects.ac.uk/job-profiles/browse-sector/leisure-sport-and-tourism](http://www.prospects.ac.uk/job-profiles/browse-sector/leisure-sport-and-tourism) and  
[www.prospects.ac.uk/job-profiles/browse-sector/healthcare](http://www.prospects.ac.uk/job-profiles/browse-sector/healthcare)

Leisure, sport and tourism profiles include: Fitness centre manager, Lifestyle consultant, Outdoor pursuits manager, Recreation assistant, Sports administrator, Sports coach/instructor, Sports development officer, Sports psychologist, Sportsperson. Healthcare job profiles include Exercise physiologist, Health promotion specialist, Physiotherapist and Sports therapist. Most profiles have at least one case study.

## Look at jobs on offer

Even the rich resources of the sites above will not reveal all the job possibilities in this field. Sometimes you just have to browse job opportunities to discover unique or different jobs. Below are some sites which could help you. The list comprises sites whose main focus is to advertise jobs. Jobs may also be found on other sites such as those of professional bodies.

You should be checking *MyFuture* <https://myfuture.bath.ac.uk> for job vacancies advertised by the Careers Service to Bath students and graduates. We don't get loads of vacancies from sports organisations but if we do they are posted here.

To view our *Index of employers*, log into *MyFuture* as above and go to *Organisations*. Search for organisations in *Healthcare* or *Recreation Management & Sport* and you will find details of employers with whom we have had contact in the past.

UK Sport

[www.uk sport.gov.uk/jobs](http://www.uk sport.gov.uk/jobs) ; [@uk\\_sport](https://twitter.com/uk_sport)

UK Sport is responsible for investing public funds from both the National Lottery and the Exchequer in high performance sport. It has a good jobs section.

Leisure opportunities

[www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk)

Official recruitment magazine of a number of key professional bodies in the leisure industry.

Global sports jobs

[www.globalsportsjobs.com](http://www.globalsportsjobs.com)

Wide range of jobs across all sports and levels, and with a global reach so a wide variety of countries too.

Local government

[www.lgjobs.com](http://www.lgjobs.com)

Sport and leisure jobs in local government.

University research

[www.jobs.ac.uk](http://www.jobs.ac.uk) ; [@jobsacuk](https://twitter.com/jobsacuk)

Research vacancies at universities.

IMG

[www.img.com/careers/EMEA/internships](http://www.img.com/careers/EMEA/internships)

An American sports consultancy offering highly competitive internships in either the UK or USA.

Sports recruitment agencies

[www.leisurejobs.com](http://www.leisurejobs.com) – recruitment agency.

[www.sportsrecruitment.com/](http://www.sportsrecruitment.com/) – another recruitment agency rarely recruiting new graduates but has useful advice and information about getting into the field.

[www.adventurework.co.uk](http://www.adventurework.co.uk) – online directory of employment opportunities for anyone seeking paid or voluntary employment in the adventure, activity, water sports and ski industry.

## Know about the sports business

If you plan on making your career in sport it is no good just being a spectator or player. You need to be finding out about the news, the challenges and the issues facing the industry. Make sure you read a good quality newspaper or website and take an interest in the broad range of sports related news items.

As the sports industry was an early adopter of social media, following organisations you are interested in and relevant national bodies is a really good way to keep up to date with what is going on. Twitter handles for some useful organisations to follow are shown in their listings in this leaflet. Instagram is increasingly used by both individuals and organisations so bear that in mind too.

Check out the digital version of the magazine *Leisure opportunities* as it carries news as well as jobs - [www.leisureopportunities.co.uk](http://www.leisureopportunities.co.uk).

*SportBusiness.com* – [www.sportbusiness.com](http://www.sportbusiness.com)

This site provides a range of sports news, details of sports events, sports job vacancies, directories of people and organisations. You can subscribe to free e-newsletters and updates.

*Sportcal.com* is a leading website for the global sports market providing up-to-date information services so full of news! [www.sportcal.com](http://www.sportcal.com)

[www.sportindustry.biz](http://www.sportindustry.biz) – Useful site to find out what's happening in the industry.

Another good site is *UK Sport*, [www.uk sport.gov.uk](http://www.uk sport.gov.uk) which has a newsletter you can subscribe to.

There are also individual sports sites like *fcbusiness* [www.fcbusiness.co.uk/industry](http://www.fcbusiness.co.uk/industry) which give a business insight into a particular sport.

## Gain experience and talk to contacts in the sector

Building up a network of useful contacts could be the key to building up your work experience and finding jobs after graduation in this sector. Students in the Department of Health may find their department has useful contacts. If you are a sports player talk with your coach and representatives from your club or governing

body. There are very few graduate training schemes in the industry so you may well need to take stepping stone jobs to help you achieve your goals.

We recommend you have a look at the section on *Networking and social media* in our *Finding a graduate job* guide [www.bath.ac.uk/students/careers/docs.bho/graduatejob.pdf](http://www.bath.ac.uk/students/careers/docs.bho/graduatejob.pdf) to find out more about how this technique can help you to build your knowledge and find opportunities. Also make sure you register for Bath Connection <https://alumni.bath.ac.uk/NetCommunity/bath-connection/home> so you can make contact with Alumni Experts who are keen to help you with your career development.

## **Government, lead or professional bodies**

These sites could contain jobs and news to help you in your research as well as information on development strategies or focuses on specific sports. These bodies control the funding for and development of sports at all levels, from grassroots to elite athletes.

Sport England

[www.sportengland.org](http://www.sportengland.org) ; [@sport\\_england](https://twitter.com/sport_england)

Information services from Sport England including jobs.

Sport Scotland

[www.sportscotland.org.uk](http://www.sportscotland.org.uk) ; [@sportscotland](https://twitter.com/sportscotland)

Sport Northern Ireland

[www.sportni.net](http://www.sportni.net) ; [@SportNINet](https://twitter.com/SportNINet)

Sport Wales

<http://sport.wales> ; [@sport\\_wales](https://twitter.com/sport_wales)

UK Sport

[www.uk sport.gov.uk](http://www.uk sport.gov.uk) ; [@uk\\_sport](https://twitter.com/uk_sport)

Agency which oversees the spending of public money on sport. Contains a list of National Governing Bodies, with links, and a good jobs section.

English Institute of Sport

[www.eis2win.co.uk](http://www.eis2win.co.uk) ; [@eis2win](https://twitter.com/eis2win)

Scottish Institute of Sport

[www.sisport.com](http://www.sisport.com) ; [@sportscotland](https://twitter.com/sportscotland)

## **Miscellaneous websites**

Here are some other websites which might be useful to those seeking more information about the diverse field of sports careers.

British Psychological Society

<http://careers.bps.org.uk/area/sport-exercise>

Information on Sports Psychology.

Institute for the Management of Sport and Physical Activity

[www.cimspa.co.uk](http://www.cimspa.co.uk)

The new single professional body for the sector in the UK.

National Register of Personal Trainers

[www.nrpt.co.uk](http://www.nrpt.co.uk)

British Activity Providers Association

[www.thebapa.org.uk](http://www.thebapa.org.uk)

Trade association for private sector providers of activity holidays and courses in the UK.

Institute of Outdoor Learning

[www.outdoor-learning.org](http://www.outdoor-learning.org)

Promotes best practice in outdoor careers ranging from sports instructor to countryside ranger. The information covers areas such as careers, accreditation, conferences and publications and there is also a job vacancy section.

Mountain Training

[www.mountain-training.org/about](http://www.mountain-training.org/about)

The site details qualifications and training schemes, news and also links to the individual home nations' mountain training boards.

Lakeside YMCA –YMCA training centre

[www.lakesideymca.co.uk](http://www.lakesideymca.co.uk)

Site includes information about instructor training courses and also includes job vacancies at the centre.

Outward Bound Trust

[www.outwardbound.org.uk](http://www.outwardbound.org.uk)

Section on how to become an Outward Bound Instructor.

UK active

[www.ukactive.com](http://www.ukactive.com)

British Dietetic Association

[www.bda.uk.com](http://www.bda.uk.com)

Also holds the professional register and information on Sports Nutrition

[www.bda.uk.com/regionsgroups/groups/sportsdietitians/home](http://www.bda.uk.com/regionsgroups/groups/sportsdietitians/home)

UK Coaching, the National Coaching Foundation

[www.ukcoaching.org](http://www.ukcoaching.org) ; [@sportscoachUK](https://twitter.com/sportscoachUK)

## **Sports goods manufacturing**

The Sporting Goods Industry Association (SGIA) represents manufacturers, wholesalers and distributors of sporting goods in the UK.

[www.sgiauk.com](http://www.sgiauk.com)

Federation of Sports and Play Associations

[www.sportsandplay.com](http://www.sportsandplay.com)

Sports & Physical Education (PE) Association UK

[www.sportspe.org.uk](http://www.sportspe.org.uk)

## Marketing/PR/sponsorship

*Sportcal.com* is a leading website for the global sports market providing up-to-date information services.

[www.sportcal.com](http://www.sportcal.com)

European Sponsorship Association

[www.sponsorship.org](http://www.sponsorship.org)

Members include key sports sponsorship organisations.

Goodform

[www.goodform.info](http://www.goodform.info)

Sales and marketing, market research for sports and leisure sector, they do advertise work experience.

THG

[www.thgsports.com](http://www.thgsports.com)

Leading provider of corporate hospitality at premier sporting events.

[www.sportsmarketingsurveysinc.com](http://www.sportsmarketingsurveysinc.com) – Consultancy specialising in market research and feasibility studies.

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Ó University of Bath

This guide is available online [www.bath.ac.uk/students/careers/information-resources/helpsheets](http://www.bath.ac.uk/students/careers/information-resources/helpsheets)

If you need this information in another format, please contact us.

[www.bath.ac.uk/careers](http://www.bath.ac.uk/careers)