

Jobs and Volunteering in the Sports Sector

Our sources for this information:

- www.prospects.ac.uk
- <http://www.kent.ac.uk/careers/workin/sport.htm>
- <https://nationalcareersservice.direct.gov.uk/advice/planning/jobprofiles/Pages/default.aspx>

Within this brochure is information we have collected from these contacts, and we thank them for their contributions!

Area Squash Development Manager	Korfball Development Officer - County
Ashford Borough Council	Lacrosse-Regional
Badminton	Maidstone Borough Council
Basketball Wheelchair	Medway Council
Basketball - National	Modern Pentathlon
Boxing - Club Support	Netball Development Officer - County
Canoeing	Rugby League Regional
Canterbury City Council	Rugby Union Development Officer
Community Cricket Manager Metro and West Kent	Rugby Union Development Officer - County
Community Cricket Manager	Rugby Wheelchair
County Development Manager - Football	Running Activator - Kent
Cricket	Sailing - Regional
Curling - County	Sevenoaks/Sencio
Cycling - British Cycling Recreation Manager - Skyride	Shepway District Council
Cycling - Regional	Sitting Volleyball
Dartford Borough Council	Snowsport England
Dover District Council	Regional Development Officer for the Wheelchair FA
Equestrian	Sport England
Exercise, Movement Dance-National	Swale Borough Council
Fencing - Regional	Swimming Officer
Football Development Officer - Inclusion and Equality - County	Table Tennis - London/SE Development Lead
Football Development Officer - Participation - County	Tennis Club Development Officer - County
General Rugby Union enquiries	Tennis Development Officer
Golf - Regional	Tennis Wheelchair
Gravesham Borough Council	Thanet District Council
Gymnastics & Trampolining Club Development Co-ordinator	Tonbridge & Malling Borough Council
Handball - County	Triathlon - Regional
Hockey - Kent, Surrey & Sussex	Tunbridge Wells Borough Council
Judo - Regional	Volleyball Development Officer
KCFA Welfare Officer	Water Skiing - National

Contents Page

- 4 Brochure Information
- 5-6 Volunteering in the Sports Sector
- 7 Sports Therapist
- 8 Teacher
- 9 Sports Coach
- 10 Sports Development Officer
- 11 Sport and Exercise Psychologist
- 12 Fitness Centre Manager
- 13 Outdoor Pursuits Manager
- 14 Sports Officials
- 15 Sport and Exercise Scientist
- 16 Physiotherapist
- 17 Broadcast Sports Journalist
- 18 Newspaper Sports Journalist
- 19 Nutrition Advisor
- 20 Sports and Media Marketing

For your information:

This brochure details the many benefits that young people can experience from undertaking voluntary work experience. Many sports contacts completed a survey asking them about the volunteer opportunities that they offer to young people, and why undertaking volunteer work is so important in career enhancement.

We have also compiled a list of some of the various careers that are on offer within the sports sector, perhaps ones that may not immediately spring to mind... Here we have included the general day-to-day tasks of each career, how young people can access information about this job, and what potential work experience would be beneficial on a CV when applying for this type of job. Additionally, there is information on the typical salary one might expect to earn in this job. There are also sections on the qualifications necessary to be able to follow the various career paths, and a selection of the typical employers for the careers selected.

We hope that you find this information interesting, informative and help you see the huge variety of careers that are open to all young people within the Sports Sector.

Volunteering in the Sports Sector

We asked a large number of our contacts about the importance of volunteering to gain experience and to gain an insight into the world of work in relation to sport:

A large number of Kent's sports organisations and companies frequently recruit young people to volunteer with them.

The majority of these companies are happy for people of any educational level to volunteer with them. Whether you have taken your GCSE's or are currently studying for your degree, companies welcome the assistance of all young volunteers.

There are a wide variety of roles that Sports organisations offer volunteer opportunities to young people for. Most companies offer roles in helping to run and assist at Sports events. Additionally, they also offer chances to work alongside its employees, assisting with administrative tasks, shadowing various workers and also to undertake or get involved in some of their current research projects.

The majority of companies recruit volunteers on their websites, and some also attend careers events to discuss the work they are involved in, and to promote their organisations.

It is widely regarded that volunteers provide a vital backbone to many sports organisations. Without volunteers many events and even sports Clubs themselves would be unable to run. Some organisations like Kent Cricket also run a Young Leaders in Cricket scheme to get 14-16 year olds involved in all aspects of cricket, offering awards and certificates for their involvement.

Many organisations stated that volunteering in sport offers young people enhanced career prospects, and can open doors into the world of sport, even providing paid employment opportunities. For example, "I completed a three month full time voluntary work placement as part of my degree; this resulted in me getting a Sports Development job with the team I had completed my placement with".

Getting involved in volunteer work offers a wide range of opportunities for young people to enhance their career prospects. Sports organisations we asked felt that volunteering in the sports sector can allow you to gain additional qualifications, develop a variety of 'on-the-job' skills, and help to build a well-rounded CV, all of which assist job application success, and increase career prospects.

Many employees of sports organisation have previously, or still do, volunteer in sport. Often this is because they find it a rewarding and enjoyable experience, and also because it allows them to expand their knowledge about events that are being run or to get involved with their local community to improve their sports provision.

A large number of people who responded to this question stated that they felt that their voluntary work assisted them with getting their current job.

All organisations felt that it is very important for young people to engage in voluntary work experience to support their career prospects, make themselves stand out from the crowd as jobs in sport are very popular, and to create a network of contacts within the sports sector which can expand their knowledge of the world of sports, and to see the range of jobs that are on offer!

Volunteering in the Sports Sector

Many of these companies and organisations who replied offered personal accounts of their own experiences of volunteering and why they feel it is so important for young people to also engage in voluntary work experience.

"I have been a volunteer in many sports as a Committee member, steward, event organiser, Games Maker and all of these helped me successfully obtain my present position within the National Governing Body".

"Grassroots coach, volunteer at events, working groups, league administrator. Working with and for the county FA gave me a good knowledge of how it works and allowed me a greater insight when applying for a job within the county FA."

"Football coaching from the age of 17, through sixth form and into university. Grass-roots clubs, County FA Player Development centres and Women's elite standard. Now within disability football. Work experience with a county FA whilst at university. Six months volunteering within the Sports Development team at a Local Authority whilst my final year at university."

*"I began my volunteering experience in sport whilst working at a local primary school delivering PE lessons and clubs alongside my University Degree. I then followed this experience up by working in a voluntary capacity for Kent County Council's Sport and Physical Activity Service where I worked on multiple projects including the Kent School Games and Community Games. These experiences helped me to gain paid employment with Kent Sport as their Sports Coordinator. **I gained invaluable experience** and worked closely with external partners, both of which **contributed largely** to me being selected for interview and gaining my current employment as a School Games Organiser. **I would recommend volunteering to anyone regardless of age; experience or qualifications as without volunteering my CV would have been lost in the saturated market of graduates and sport enthusiasts looking for a career in sport.**"*

"I still volunteer every year at events to increase my knowledge and experience base. This year I have volunteered at the Tour de France in Sheffield and will be volunteering again in Bolton at the Transplant Games."

Job: Sports Therapist

Roles within job title: Injury rehabilitation therapist, Sports Club therapist

Day-to-Day Tasks:

Sports therapists usually work 36 hours a week although working hours can be irregular, including weekend and evening work.

Sports therapists can be involved in:

- conducting an assessment of the players, athletes or participants readiness and advising on exercises prior to an event or fixture;
- strapping, taping, offering massage and preparing players, athletes or participants both physically and mentally;
- providing emergency aid in a sport and exercise environment;
- examining and assessing injuries and determining whether the athlete or participant can continue playing or taking part;
- treating injuries, alleviating pain, mobilising injuries, giving various types of massage;
- designing and monitoring rehabilitation programmes appropriate to the injury and/or sport and level;
- deciding whether athletes, players or participants need extra treatments and coordinating referrals to other practitioners;
- working alone or with coaches, trainers and/or fitness advisers to implement exercise, conditioning, core stability and injury prevention programmes, so that athletes, players or participants reach and maintain peak performance.

Qualifications for this job:

Degree or postgraduate qualification (e.g. sports therapy, sports rehabilitation), Sport Therapy

Courses (e.g. diplomas and weekend courses).

How to access this job:

Experience in coaching and fitness training is highly recommended.

Personal involvement in sports, volunteering/work experience in clubs and clinics and community sports organisations.

Work Experience Suggestions:

Jobs are not advertised very often so young people are advised to gain as much volunteer work experience as possible to develop contacts to build a reputation and raise their profile to enhance employment potential.

Entry Level Salary:

Typical entry pay in a clinic is £17,000 per year.

Salary after 5+ years employment:

With experience this job can pay around £28,000 per year.

Typical Employers:

Clinics, Clubs, National Governing Bodies, Elite Teams, Private Health Clubs, Professional Clubs, Leisure Centres.

Job: Teacher

Roles within job title: PE Teacher, Head of Department.

Day-to-Day Tasks:

Once qualified as a teacher, a typical day may include:

- preparing and delivering lessons to a range of classes of different ages and abilities;
- marking work, giving appropriate feedback and maintaining records of pupils' progress and development;
- researching new topic areas, maintaining up-to-date subject knowledge, and devising and writing new curriculum
- preparing pupils for qualifications and external examinations;
- managing pupil behaviour in the classroom and on school premises, and applying appropriate and effective measures in cases of misbehaviour;
- supervising and supporting the work of teaching assistants, trainee teachers and newly qualified teachers (NQTs);
- participating in and organising extracurricular activities, such as outings, social activities and sporting events;
- participating in departmental meetings, parents' evenings and whole school training events;
- liaising with other professionals, such as learning mentors, careers advisers, educational psychologists and education welfare officers;
- undergoing regular observations and participating in regular in-service training (INSET) as part of continuing professional development (CPD).

Qualifications for this job:

Postgraduate Teacher Training Qualification (e.g. PGCE, Schools Direct, Initial Teacher Training).

How to access this job:

Through postgraduate teaching qualification students will work in schools and build up contacts and are often offered jobs at the end of their placements and are assisted in applying for teaching vacancies.

Work Experience Suggestions:

Not strictly necessary but some schools like applications from people who have volunteered in schools as a Teaching Assistant/ General Helper.

Entry Level Salary:

NQT's in England and Wales may have a starting salary ranging from £21,588 to £31,522 depending on location (London salaries may be higher depending upon location). With experience and additional responsibilities this can rise year on year.

Typical Employers:

Schools: secondary and primary

Job: Sports Coach

Roles within job title: Football coach, Rugby coach etc.

Day-to-Day Tasks:

Coaching roles are extremely varied, but most jobs include performance management tasks such as:

- Evaluating performance and providing suitable feedback, balancing criticism with positive and motivating comments;
- Assessing strengths and weaknesses in a participant's performance and identifying areas for further development;
- Adapting to the needs and interests of group or individual participants;
- Communicating instructions and commands using clear, simple language;
- Encouraging participants to gain and develop skills, knowledge and techniques;
- Ensuring that participants train and perform to a high standard of health and safety at all times;
- Inspiring confidence and self-belief.

Coaching jobs will also include some administration tasks such as:

- Producing personalised training programmes;
- Maintaining records of participant performance;
- Planning and running programmes of activities for groups and/or individuals;
- Seeking and applying for sponsorship agreements;
- Finding appropriate competitions for participants;
- Planning your own work schedule;

Qualifications for this job:

National Governing Body Qualifications (Level 1/2/3 Coach), Undergraduate Degree (Sports Coaching).

How to access this job:

Volunteering at clubs, involvement at a regional level, accessing local Sports Development Officer.

Work Experience Suggestions:

Previous qualifications, volunteer jobs etc. Experience can be gained by visiting local clubs, or clubs you might have been/are affiliated with and volunteering with them.

Entry Level Salary:

The majority of sports coaches work on a voluntary basis, supporting their local clubs. Some qualified sports coaches working for local authorities can earn from £15,000-£25,000 per year.

Coaches working for professional clubs can earn between £15-£60 per hour depending on experience.

Typical Employers:

Sports Trusts, County Councils, Sports Clubs, Schools, National Governing Bodies, Hotels, Fitness Centres, Leisure Facilities.

Job: Sports Development Officer

Roles within job title: Based in Councils and Organisations, can specialise E.g.

Disability Sports Development Officer

Day-to-Day Tasks:

Typical activities that a Sports Development Officer may be involved in are:

- identifying sport, recreation and health initiatives and overseeing strategic planning and implementation;
- coordinating, delivering and promoting relevant activities, classes and events, often within a specific community or to targeted groups;
- employing, training, supporting, developing and managing staff;
- raising public awareness of health and fitness issues and promoting participation in sport, particularly amongst underrepresented groups;
- evaluating and monitoring activities and projects using performance indicators;
- maintaining records and producing written reports;
- liaising with clubs to develop best practice in coaching, youth development and issues such as safeguarding to manage clubs effectively;
- working in partnership with school initiatives such as active schools, to encourage participation in sport and organise parental involvement;
- developing a range of partnerships with organisations and initiatives focused on health education, criminal justice and community regeneration;
- managing resources and a budget and identifying potential opportunities for external funding;
- working within specific guidelines, e.g. equal opportunities, health and safety, child protection.

Qualifications for this job:

Undergraduate Degree, Higher National Diploma, National Governing Body Qualifications.

How to access this job:

Undergraduate Degree or HND; or relevant coaching qualifications with practical experience.

Work Experience Suggestions:

Networking and making contacts within the sports development sector through work experience. Graduates can enter directly into a sports development officer or assistant development officer post. Can move into sports development from other jobs in sports, leisure and coaching, or from a relevant voluntary activity.

Entry Level Salary:

You may begin work as an assistant sports development officer where you could expect a salary in the region of £18,000 to £22,000.

Typical starting salaries for sports development officers are around £18,000, rising to £30,000 with experience.

Typical Employers:

Local Authorities, Universities and colleges, Sports councils and National Governing Bodies.

Job: Sport and Exercise Psychologist

Roles within job title: Sport Psychologist, Exercise Psychologist

Day-to-Day Tasks:

The broad subjects of sport and exercise psychologists generally perform day-to-day tasks such as:

- assessing clients' needs and abilities, and monitoring sporting performance and behaviour;
- implementing strategies to help the client overcome difficulties, improve performance or realise potential;
- working with a multidisciplinary team including other psychologists, nutritionists, GPs, coaches and physiologists;
- delivering counselling and/or workshops covering issues such as goal setting, visualisation and relaxation;
- conducting and applying research in sport or exercise psychology.

Depending on the different roles undertaken by specific sport or exercise psychologists, these tasks can vary.

Entry Level Salary:

Many sport and exercise psychologists combine consultancy work with university or college lecturing. Starting salaries for most university positions: £21,000-£27,000.

Starting salaries for research positions can range from £15,000-£25,000, depending on your research profile.

Qualifications for this job:

Undergraduate degree level is essential, must also register with BASES/BPS/HCPC. BPS and BASES only accept entrants holding a Masters Degree in Sport and Exercise Psychology.

How to access this job:

A large proportion of employment can be gained via contacts or speculative approaches to employers, indicating a certain amount of 'hidden' vacancies. Vacancies that are advertised are often done so directly through the employing organisation. The success of a consultant will very much depend on the skill and networking of the individual. Many client referrals will be by word of mouth or facilitated through contacts with GP surgeries or other health professionals, it is important for individuals looking for consultancy work to establish contacts and build networks even during Masters courses or supervised study.

Work Experience Suggestions:

Gaining practical experience in sports performance or in areas such as coaching, teaching or health promotion will develop practical skills and a knowledge base on which to build on the theory studied through postgraduate courses.

Typical Employers:

Private consultant, working with professional sports clubs and teams, National Governing Bodies, Universities, NHS.

Job: Fitness Centre Manager

Roles within job title: Health Club Manager, Leisure Club Manager, Sports Centre Manager.

Can be as an individual or work as part of a team.

Day-to-Day Tasks:

Tasks vary according to the size and facilities of the centre or club. There are also some differences between local authority and privately run establishments. In general though, the work of a fitness centre manager may include:

- Designing and promoting activities to meet customer demand and generate revenue;
- Advertising and promoting the club or centre to increase usage;
- Recruiting, training and supervising staff, including managing staff rotas;
- Carrying out health and safety checks on the equipment and site;
- Handling complaints and incidents, e.g. accidents and emergencies or theft;
- Maintaining high levels of customer care, often with a particular focus on avoiding loss of existing users;
- Preparing and checking budgets and generating income;
- Cashing-up and keeping stock records;
- Using advanced management information (e.g. footfall, popularity of classes by hour) to improve provision and timetables and cope with fluctuations in demand;
- Writing monthly or weekly reports and preparing cash projections for centre owners or more senior management.

Qualifications for this job:

Undergraduate Sports Degree. Pre-entry experience in a fitness or leisure centre is almost always essential. Related fitness qualifications in areas such as fitness instruction, sports coaching, pool operation or a national pool lifeguard qualification (NPLQ) can be useful. Marketing or events experience can also be useful, and experience and qualifications in management, sales or finance may also be advantageous.

How to access this job:

There are often vacancies in fitness centres for part-time and casual staff, particularly for evening and weekend shifts, in roles such as swimming pool attendant, membership sales adviser or fitness centre assistant.

Work Experience Suggestions:

Having a degree will allow you to apply directly for management positions and in some cases the large privately owned centres offer graduate trainee schemes. These provide experience in different areas of the facility and often involve training for professional qualifications as well. Entry without a degree, HND or foundation degree is possible but this will usually be at a lower level. Candidates often start in a general role within the facility and move up to assistant or trainee manager and then progress to manager.

Entry Level Salary:

Salaries for fitness centre managers start in the region of £17,000 - £25,000. This can vary depending on the size and location of the centre and whether it is privately owned or under the control of the local authority.

Typical Employers:

Hotels, Private Clubs, Health and Leisure Centres, Gyms, Universities, Local Authorities.

Job: Outdoor Pursuits Manager

Roles within job title: Outdoor Activities and Education Manager

Day-to-Day Tasks:

The nature of the work varies depending on the activities offered, the client groups and the employer, but typical activities may include:

- Managing, recruiting, training and monitoring staff and supporting staff development;
- Ensuring staff adhere to safety regulations currently laid down by the Adventure Activities Licensing Authority (AALA).
- Ensuring that equipment and facilities are safe and that guests are instructed in safety procedures (and follow them);
- Briefing and debriefing guests before and after activities;
- Delivering evening lectures on outdoor activities and related topics, e.g. nature, geography, history of the area;
- Preparing educational resources;
- Dealing with queries, problems and complaints from guests;
- Recording and reporting accidents, dealing with accidents and emotional upsets;
- Dealing with the financial management of the centre, such as paying salaries, costing and invoicing for courses, and keeping accounts up to date;
- Overseeing the upkeep of the facilities, buildings and estate;
- Advertising the centre through promotional literature, the internet and networking opportunities;
- Bidding for funding from government bodies, especially for privately run centres;
- Monitoring weather and environmental conditions.

Typical Employers:

You could be employed by: local authorities, independent activity centres, charitable organisations, such as the Youth Hostel Association and other not-for-profit organisations that cater for people with special needs or support social services provision.

Qualifications for this job:

A degree or HND is not entirely essential but it would greatly boost your chance of securing a managerial role.

How to access this job:

Finding a work experience placement or doing voluntary work in an outdoor activities centre is a valuable way of gaining experience which will greatly enhance employment prospects. Also undertaking extracurricular activities such as Community Sports Leader awards will be advantageous. Also participating in activities such as the Duke of Edinburgh's Award.

Work Experience Suggestions:

The first step into this career is working as a seasonal instructor at an outdoor centre or on an activity holiday. Skills and experience in at least one outdoor activity are sought by employers - the more activity skills you can offer, the better. You will need experience of working as an instructor, along with a formal instructor's qualification from the appropriate national governing body (NGB) in at least one main activity.

Entry Level Salary:

Many people start work as a seasonal instructor at an outdoor centre or on an activity holiday. Starting salaries for instructors are around £10,000 per year, rising to £18,000 with experience.

Senior instructors can earn around £25,000, depending on the organisation and their experience and specialist skills.

Job: Sports Officials

Roles within job title: Football, netball, rugby referee, swimming, athletics officials etc.

Day-to-Day Tasks:

For a football referee your hours would depend on whether you referee at amateur or professional level.

Amateur games are normally played at weekends and sometimes weekday evenings. You would referee games within your local area. At semi-professional and professional level, you may have to travel to grounds anywhere in the country.

Before kick-off, you would:

- inspect the pitch (if necessary), making sure that equipment like goalposts and nets are safely set up
- check pitch markings
- check that you have everything you need for the game, for example stopwatches, cards and radio communications (at top levels)
- meet with team managers to see if there are any last minute changes to players and substitutes
- brief your assistants on which signals to use and what to do in particular circumstances, for instance if there is a confrontation on the pitch.

During a game, you would:

- follow the play and give decisions
- consult with your assistants to back-up rulings
- control the behaviour of the teams on the pitch, and their coaching staff on the side-lines.

Typical Employers:

NGBs. Not all sports officials are employed in paid roles, many are voluntary. For some roles, the more experience gained and the higher the qualification level then opportunities to be paid are more frequent.

How to access this job:

Contacting NGBs regarding when training programmes are available. Association with a sports club or team would be advantageous as these can provide opportunities to gain experience once qualified.

Work Experience Suggestions:

Once qualified gaining experience can lead to further qualifications and promotion within the specific roles.

Entry Level Salary:

Depending on the level you work up to salaries can vary from:

Referees at amateur level earn around £20 to £30 a match. Match officials for semi-professional games can earn around £80 a game plus expenses. Full-time, top-flight Premier League officials can earn between £70,000 and £85,000 a year.

Only Premier League officials are contracted and have a salary. All other league referees are paid on a fee-per-match basis, and usually have another source of income.

Qualifications for this job:

Qualifications can be undertaken through relevant governing bodies and County Associations.

Job: Physiotherapist

Roles within job title: Sports Physiotherapist, Clinical Physiotherapist

Day-to-Day Tasks:

Physiotherapists frequently work in a range of settings and their day-to-day tasks often include:

- working with patients to identify the physical problem;
- developing and reviewing treatment programmes;
- assisting patients with joint and spinal problems, especially following surgery;
- helping patients' rehabilitation following accidents, injury and strokes;
- supervising physiotherapy assistants;
- assisting in the supervision and education of junior physiotherapists;
- writing patient case notes and reports;
- educating and advising patients and their carers about how to prevent and/or improve conditions;
- keeping up to date with new techniques and technologies available for treating patients;
- being legally responsible and accountable;
- managing clinical risk.

Typical working hours for a physiotherapist are around 37.5 hours per week, Monday-Friday with some weekend hours depending on shift rotation and/or out of hours appointments with clients.

Entry Level Salary:

Starting salary for a physiotherapist in National Health Service (NHS) is £21,176-£27,625 (Band 5). This can rise to £25,528-£34,189 for specialist physiotherapists (Band 6).

Qualifications for this job:

In order to practise as a chartered physiotherapist you need to be registered with the HCPC. To achieve this you must complete a degree in physiotherapy which is approved by the HCPC. Once you have obtained the degree then you are also eligible to apply for membership with the HCPC.

How to access this job:

Entry to physiotherapy courses is very competitive and so pre-entry experience is advantageous. Previous experience of work-shadowing a physiotherapist, voluntary work in a health or care setting, or working as a physiotherapy assistant strengthens your application.

Work Experience Suggestions:

It may be necessary to accept a temporary contract or find imaginative ways of starting your career, such as: casual work as a 'bank' physiotherapist; voluntary work; working abroad; taking a gap year; postgraduate study and research. Some graduates have taken up other posts such as therapy or physiotherapy assistant, teaching assistant (physiotherapy), educational support worker and care assistant. It is therefore crucial to market your specific skills to targeted organisations.

Typical Employers:

NHS; primary care trusts (within NHS); private hospitals; GP practices and health centres; schools and children's centres; residential homes and day centres for elderly people; charities and voluntary organisations; sports clinics; professional sports clubs, gyms and leisure centres; the armed services.

Job: Broadcast Sports Journalist

Day-to-Day Tasks:

Although exact duties and responsibilities will vary from role to role and between radio, television and the internet, broadcast journalists will generally be involved in many of the following duties on a daily basis:

- generating ideas for stories and features and following leads from news agencies, the police, the public, press conferences and other sources;
- researching and collating evidence and information to support a story using relevant information sources such as the internet, archives, databases, etc.;
- writing scripts for bulletins, headlines and reports;
- selecting appropriate locations, pictures and sound and exercising editorial judgement on the best angle to approach a story from;
- preparing and presenting material 'on air' for both pre-recorded and live pieces;
- identifying potential interviewees, briefing them, preparing interview questions and conducting both live and recorded interviews;
- preparing timings for each news item and monitoring these during broadcast;
- deciding on the running order for bulletins and making any necessary changes during broadcast;
- understanding and complying with media law and industry codes of conduct.

Qualifications for this job:

There are three main entry routes into broadcast journalism: direct entry into a traineeship moving across from print journalism; 'pre-entry' by completing an accredited degree or postgraduate qualification.

Typical Employers:

BBC/Bloomberg/ITN/ITV/Channel 4/S4C/Channel 5/ independent production companies/international news agencies/digital cable and satellite networks.

How to access this job:

Postgraduate entry is the most common route to this profession. The BJTC and NCTJ also accredit postgraduate courses that offer both theoretical and practical training. Information about funding for postgraduate study is available from BJTC. In recent years, the media has introduced a number of initiatives, such as the Journalism Diversity Fund, to encourage applications from traditionally under-represented groups. Support is, therefore, available for those who may not have studied in higher education.

Work Experience Suggestions:

Broadcast Journalist: Work experience can be useful, and applications for work experience and employment will be stronger if accompanied by demo tapes or cuttings and student media is an ideal place to start building a portfolio. Make yourself known to as many people as possible, be flexible and available at all times. Volunteer to get involved wherever you can and do not be afraid to be pro-active.

Entry Level Salary:

Range of typical starting salaries: £15,000 - £20,000. Starting salaries vary significantly between local and national broadcasters. Range of typical salaries at senior level/with experience, e.g. after 10 to 15 years in the role: £22,000- £52,000.

Job: Newspaper Sports Journalist

Day-to-Day Tasks:

Tasks include:

- interviewing people in a range of different circumstances;
- building contacts to maintain a flow of news, for example, police and emergency services, local council, community groups, health trusts, press officers from a variety of organisations, the general public, etc;
- seeking out and investigating stories via your contacts, press releases and other media;
- attending press conferences and asking questions;
- answering the phones on the news desk and reacting to breaking news stories;
- working closely with the news team, photographers and editors;
- recording interviews and meetings using shorthand or technical equipment;
- writing short 'fillers' to entertain, and researching and writing longer feature articles, sometimes for subsidiary publications and supplements;
- creating and uploading news content for the newspaper website.

Typical Employers:

UK newspapers; independent press agencies.

How to access this job:

Entry with a postgraduate degree is possible, especially if it is NCTJ-accredited or includes relevant work experience. Postgraduate students from subjects not related to journalism will still have to gain experience and writing skills and may need to consider a relevant pre-entry course in journalism.

Work Experience Suggestions:

You'll need a good record of relevant work experience, accompanied by a professional file of cuttings (samples of your published writing). Take every opportunity to write articles and reviews for local, free, national or specialist publications, especially if you get a byline (your name above the story). Contact local newspapers and ask for work experience. The Newspaper Society lists local newspapers.

Qualifications for this job:

This area of work is open to graduates of any discipline but an undergraduate degree in journalism, English or writing may improve your chances. However, some editors may be more interested in graduates with a specialist degree subject, such as economics or science. Entry without a degree, HND or foundation degree is possible but is becoming increasingly difficult. The majority of new entrants to the newspaper journalism industry are graduates. Students should check that their courses will be well regarded by potential employers.

Entry Level Salary:

The average salary for a newspaper journalist is £22,250. When you're starting out, salaries for a trainee reporter can be as low as £12,000 - £15,000, depending on whether it's with a local, regional or national paper. Generally speaking though, salaries for journalists with up to five years' experience rise to around £25,000, while those with a decade's experience or more can expect up to around £35,000 - £40,000.

Job: Nutrition Advisor

Roles within job title: Nutritional Advisor, Weight Loss Advisor

Day-to-Day Tasks:

The various day-to-day roles for nutritionists include:

Clinical dietitians provide nutritional services for patients in institutions such as hospitals and nursing homes. On a typical day a clinical dietitian will:

- assess patients' nutritional needs, develop and implement nutrition programs, and evaluate and report the results
- confer with doctors and other health care professionals in order to coordinate medical and nutritional needs

Community dietitians counsel individuals and groups on nutritional practices designed to prevent disease and promote good health. They work in places such as public health clinics, home health agencies and health maintenance organizations. On a typical day a community dietitian will:

- evaluate individual needs
- develop nutritional care plans
- instruct individuals and their families how to follow these plans

Management dietitians oversee large-scale meal planning and preparation in health care facilities, company cafeterias, prisons and schools. On a typical day a management dietitian will:

- hire, train and direct other dietitians and food service workers
- enforce sanitary and safety regulations
- prepare records and reports
- create a budget for and then purchase food, equipment and supplies
- enforce sanitary and safety regulations
- prepare records and reports

Consultant dietitians work under contract with healthcare facilities or in their own private practices.

How to access this job:

Building up a client base through word of mouth.

Work Experience Suggestions:

Shadowing a nutritional advisor may be worthwhile. Contacting your local GP for advice on how to contact your local NHS nutritional advisor.

Entry Level Salary:

Depending on where you work the salaries for a nutritional advisor ranges from: In the NHS can range between £21,500 and £28,000 a year. In the food industry salaries can range from £20,000 to £50,000 a year, depending on experience and responsibility.

Typical Employers:

This type of job is generally self-employed, with many people using it to supplement other part-time work.

Qualifications for this job:

Completing a Diploma in Weight Loss Management or an Advanced Diploma in Nutrition and Weight Loss Management will lead to employability once insured.

Job: Sports and Media Marketing

Roles within job title: Sports Marketing Assistant; Sports Marketing Manager; Corporate Sales Director; Sporting Goods Sale Representative

Day-to-Day Tasks:

Working in sports media and marketing involve a plethora of different tasks meaning that no two days are the same in these roles. Some of the typical roles that can be undertaken consist of:

- Negotiating and preparing contracts for athletes
- Strategizing about how best to leverage sponsorship
- Planning and coordinating sports events
- Conducting market research and analysis
- Producing promotional material, including mailings and webpages
- Talking with athletes and sports organisations about their needs
- Monitoring sports activities and new trends
- Overseeing the development of new merchandise and products associated with a team, player or a particular sport
- Overseeing ticket sales

Qualifications for this job:

Although this area is open to graduates from all degrees, HNDs and foundation degrees, the following subjects may increase your chances: sports science, sports management or sports development; business, management or marketing; education or physical education; leisure studies or recreation management; health management or health promotion. Candidates with an HND or foundation degree would need to demonstrate high-level skills and motivation in order to compete with honours degree graduates. Entry without a degree or HND/foundation degree is sometimes possible, dependent on relevant experience and vocational or sports-specific qualifications.

How to access this job:

Sport is becoming increasingly used as a means of community development and social inclusion, and there may be opportunities to move into a career in the charitable or community sector. In this case, experience such as working with minority ethnic communities, people with disabilities or young people will be valuable. There may also be opportunities in international development organisations or non-governmental organisations providing voluntary projects overseas, such as sports coaching.

Work Experience Suggestions:

Competition is very intense, so making contacts and networking from an early stage is essential. Be prepared to gain experience through voluntary work and relevant university activities, and consider writing speculatively to employers.

Entry Level Salary:

Starting salaries for sports media and marketing agents are anywhere from £12,000 – £16,000 depending on the size of the company and expectations of the role.

Typical Employers:

The Chartered Institute of Marketing's online marketing careers resource getin2marketing includes a database of marketing work placements and recruitment agencies.