



University of New Haven

Employment Guide for the Sports Industry

COLLEGE OF BUSINESS
SPORT MANAGEMENT PROGRAM



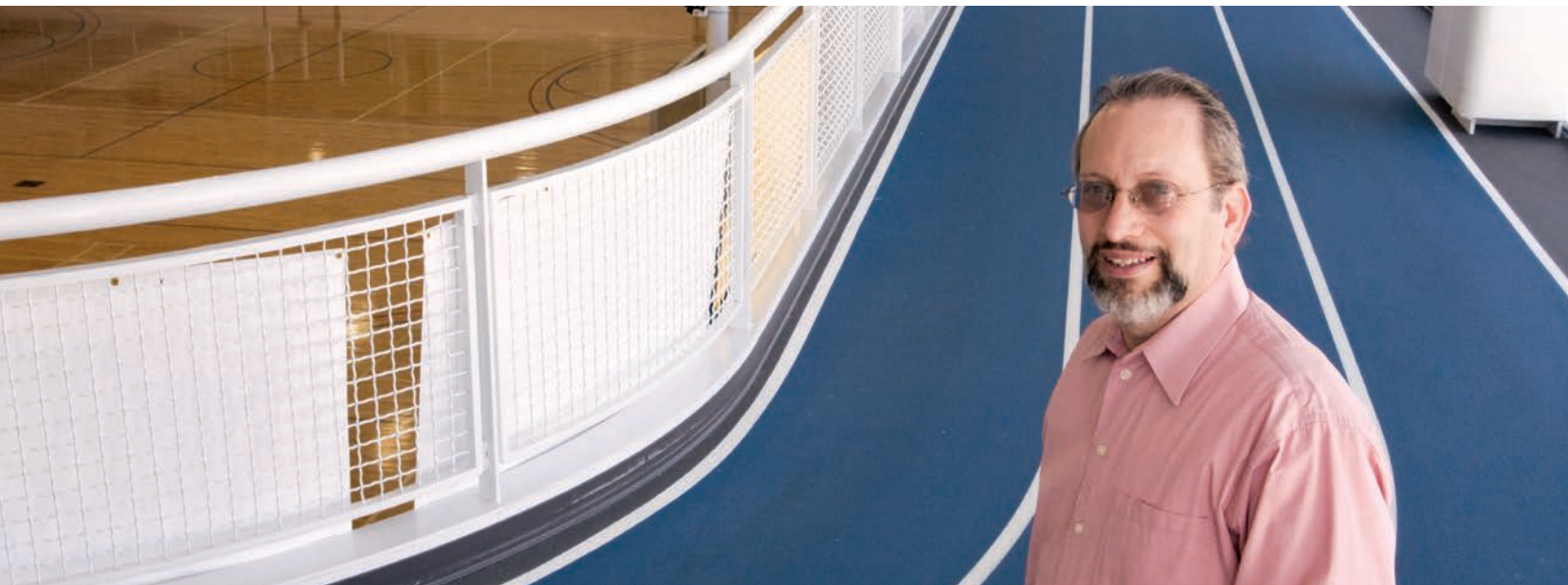
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Message from the Chair



WHY CHOOSE A CAREER IN SPORTS MANAGEMENT?

The sport industry today is not only exciting but it is a lucrative and continually growing segment of the entertainment, arts, and recreation industry. As a global industry that attracts passionate fans, spectators and players throughout the world, sports have an enormous impact on people's lives through education, diplomacy, personal achievement, business and overall entertainment. It is estimated that the sports industry generates between \$400 and \$425 billion in revenue annually. Many more billions are generated through related industries such as hospitality, event management, and fitness/recreation.

Segments of the sports industry offer additional avenues for varying career paths. For example, sports marketing might include a number of areas from product placement, celebrity endorsement, sponsorship sales, merchandising, corporate relations, sales activation, and a host of other activities. Numerous opportunities and resources exist in both the public and private sector for anyone looking to break into this dynamic field.

The Sport Management Department at the University of New Haven is committed to help you excel in this field. The career possibilities are endless as you see in the following employment guide of the sports industry.

Sincerely,

Gil Fried, Professor
Chair, Sport Management Department



Sport Marketing

Sport Marketing includes a wide range of responsibilities from selling a team, event or facility to promoting a brand or image for a sponsor. Sports marketers are constantly on the go, creating new proposals, researching ideas, building new relationships, selling experiences, promoting products, and developing value based propositions that encourage individuals to consume the sport product(s).

SPORT MARKETING EMPLOYERS

Some employers in this industry segment include (the web page is a link directly to their employment site):

IMG is one of the largest sport marketing companies in the world with 58 offices in 30 countries. The company focuses in on sponsorship sales, event management, media production, product licensing, athlete training and representation for professional athletes.

<https://img.com/careers>

Octagon is the world's largest sponsorship consulting practice that focuses on athlete and personality representation. Octagon employs over 800 people in offices all over the globe and promotes more than 5,000 events a year.

www.octagon.com/join_our_team/

Velocity Sports and Entertainment is a sponsorship lifestyle and event marketing agency that focuses on innovative brand management. It is now owned by Team Epic.

<http://anepiccompany.com/careers/>

In addition, numerous larger corporations have significant sport marketing divisions such as Coca Cola, Pepsi, Anheuser-Busch, ABC, NBC, CBS, Gatorade, Adidas, Under Armor, Vitamin Water, Subway, Burger King, McDonalds, and Gillette.

SPORT MARKETING ASSOCIATIONS

For additional information, please refer to the following:

www.sportmarketingassociation.com/

**See Networking on page 21 for more information on Sport Marketing Associations.*



EXAMPLES OF SPORT MARKETING JOBS

Advertising

Event Management

Licensing/Brand Management

Product Placement Promotions

Public Relations

Sponsorship Agent

Ticket Sales

When searching for a job, be sure you research the company thoroughly before making any commitments. Beware that some companies are scams or engage in other dishonest business practices. The following link highlights one such scam. www.ripoffreport.com/Corrupt-Companies/MPH-Advertising/mph-advertising-w-i-l-d-enter-b26ec.htm



Special Events



Special Events such as the World Cup and the Olympics are examples of global sporting events and competitions that take place around the world and require efficient business operations to run successfully.

SPECIAL EVENTS EMPLOYERS

Don't overlook numerous small entities that produce special events and offer employment opportunities that can help you build your career. Some of the larger event producers are highlighted below:

The **American Heart Association** is a national health agency whose mission is "Building healthier lives, free of cardiovascular diseases and stroke". Through many charity events such as marathons, walks, and training programs, the association raises money for scientific research and technological improvement to better people's health.

www.heart.org/HEARTORG/General/Careers_UCM_303455_SubHomePage.jsp

The **Federation Internationale de Football Association (FIFA)** has 209 member associations in over 35 nations worldwide and employs 310 people. The main goal of the association is to promote the development of football (soccer). The organization looks to accomplish this goal through the World Cup every four years as well as many tournaments, games and events each year.

www.fifa.com/about-fifa/home-of-fifa/careers/index.html

The **International Olympic Committee** is the central authority in the collaboration of the Olympics games by coordinating a wide range of programs and projects between the athletes, broadcast partners, the United Nations, and all the National Olympic Committees worldwide.

<http://registration.olympic.org/en/jobs>

SPECIAL EVENTS

- Golf Tournaments
- Marathons and Other Road Races
- Professional Wrestling
- Super Bowl
- NCAA Final Four
- Senior Games
- Special Olympics
- Sport Festivals
- State Games
- Tennis Tournaments
- Track Meets

EXAMPLES OF SPECIAL EVENTS JOBS

- Event Management
- Facility Management
- Financial Management Fundraising
- Human Resource Management
- Marketing /Advertising
- Product Development
- Public/Media Relations
- Sales



Special Events



SPECIAL EVENTS EMPLOYERS

(continued from page 5)

The **New York Road Runner Foundation (NYRR)** is a non-profit organization that promotes children's physical fitness, character development and personal achievement in underserved communities. Their programs serve more than 50,000 children per week in almost 250 schools and programs are being established across the U.S. and in Africa.

www.nyrr.org/join-and-give/volunteer

The **Special Olympics** is a global nonprofit organization supporting the nearly 200 million people around the world with intellectual disabilities. With seven world-region offices and a presence in 200 countries worldwide the Special Olympics movement strives to make a difference every day of the year.

www.specialolympics.org/careers.aspx

The **World Wrestling Entertainment (WWE)** is a global entertainment and media organization broadcasting in more than 145 countries and in 30 languages worldwide.

<http://corporate.wwe.com/careers/wwe-careers>

United States Olympic and Paralympic Committee is one of America's premier sports organizations involved in training, entering, and underwriting the full expenses for the U.S. teams on the Olympic, Paralympic, Pan American and Parapan American Games.

[www. https://www.teamusa.org/careers](http://www.teamusa.org/careers)

SPECIAL EVENTS ASSOCIATIONS

Golf Tournament Association of America

www.gtaaweb.org

International Amateur Athletic Federation

www.iaaf.org

National Senior Games Association

<http://nsga.com/career-opportunities.aspx>

Special Olympics

www.specialolympics.org

United States Golf Association

www.usga.org

USA Track and Field

www.usatf.org

USA Triathlon

www.usatriathlon.org

U.S. Tennis Association

www.usta.com

U.S. Track & Field and Cross Country Coaches Association

www.ustfccca.org



National Governing Bodies of Sport

National Governing Bodies (NGB) of Sports are non-profit, non-governmental organizations responsible for promoting and developing a particular sport within a nation. They control key assets such as national team brand, support youth and elite level national teams for both genders, develop Olympians, collaborate with International Federation of the particular sport, national Olympic Committee and IOC to qualify athletes and national teams to participate in international events.

NATIONAL GOVERNING BODIES IN THE US

There are 47 NGBs in the US. Some of the popular NGBs are:

USA Basketball: USA basketball is responsible for the selection, training and fielding of USA teams that compete in FIBA sponsored international basketball competitions, as well as for some national competitions, and for the development of youth basketball initiatives that address player development, coach education and licensing, and safety.

<https://www.usab.com/>

USA Track and Field: Based in Indianapolis, USA Track & Field (USATF) is the National Governing Body for track & field, long-distance running and race walking in the United States. USATF encompasses the world's oldest organized sports, the most-watched events of Olympic broadcasts, the No. 1 high school and junior high school participatory sport and more than 30 million adult runners in the United States.

<http://www.usatf.org/>

<https://www.usatf.org/about/employment/index.asp>

USA Gymnastics: USA Gymnastics sets the rules and policies that govern the sport of gymnastics, including selecting and training the U.S. Gymnastics Teams for the Olympics and World Championships; promoting and developing gymnastics on the grassroots and national levels, as well as a safe, empowered and positive training environment; and serving as a resource center for members, clubs, fans and gymnasts throughout the United States.

<https://usagym.org/>

<https://usagym.org/pages/aboutus/pages/employment.html>

USA Swimming: USA Swimming is the National Governing Body for the sport of swimming in the United States. It promotes the culture of swimming by creating opportunities for swimmers and coaches of all backgrounds to participate and advance in the sport through teams, events and education. It is also responsible for selecting and training teams for international competition, and strives to serve the sport through building the base, promoting the sport and achieving competitive success.

<https://www.usaswimming.org/>

<https://www.usaswimming.org/news-landing-page/2018/05/21/jobs-internships>

A good site for multiple NGBs can be found at:

<https://www.teamworkonline.com/other-sports-jobs/usngbjobs/us-national-governing-bodies>

EXAMPLES OF JOBS WITHIN NGBs

Video Analyst

Digital Media Manager

Coaching Positions

Human Resources Manager

Communications Manager

Program Director

Vice President of Athlete Health and Wellness

Special Events Manager

Marketing Content Specialist

Data Scientist

Chief Revenue Officer



Sporting Equipment/Goods – Sales, Marketing, and Manufacturing

The sporting equipment/goods industry facilitates the equipment needs necessary for people to play and excel in six different areas: Competitive Team Sports, Extreme Sports, Fitness, Individual Sports, Indoor Games, and Outdoor Recreation Sports. Industry statistics show that U.S. sporting equipment sales at retail sporting goods stores are roughly \$41 billion yearly. Sporting goods attract a wide range of consumers and requires a variety of marketing and distribution strategies.

SPORTING EQUIPMENT/GOODS EMPLOYERS

Some of the major employers in the sport equipment/goods industry include:

Dick's Sporting Goods is a fitness and sports specialty retailer for all athletes and outdoor enthusiasts with over 400 stores nationwide.

www.dickssportinggoods.jobs

Dorel Industries Inc. is a world class juvenile products and bicycle company. Dorel is a \$2 billion company with 4,500 employees, facilities in seventeen countries, and sells worldwide.

www.dorel.com/eng/careers

Head NV is a global manufacturer and marketer of premium sports equipment. Head's products are sold through over 29,000 accounts in pro shops, specialty sporting goods stores and mass merchants in over 85 countries.

www.head.com

S&S Worldwide Company is a manufacturer of kid's crafts, therapy, physical education, and early learning. S&S provides innovative products for physical education programs, parks and recreation departments, summer camps and family resorts.

www.ssw.com/careers

SPORTING EQUIPMENT/GOODS ASSOCIATIONS

National Sporting Goods Association

www.nsga.org

Sports & Fitness Industry Association

www.sfia.org



EXAMPLES OF SPORTING EQUIPMENT/GOODS JOBS

Advertising

Manufacturing

Owners/Managers

Product Design/Development

Sales

Representatives

Wholesaling



Sports Apparel – Sales, Marketing, and Manufacturers

Sporting apparel sellers and manufacturers attract buyers who are both athletes and non-athletes. There is a significant demand for new products and equipment that requires constant design innovation alongside a complementing marketing plan. Firms such as Nike, Adidas, and Reebok have offices all over the world that are being tapped to grow revenue streams.

SPORTS APPAREL EMPLOYERS

The following are just some of the major sports apparel manufacturers but there are numerous other companies.

Adidas is a global leader in the sporting goods industry with operations in almost every country around the world with 170 subsidiaries. **Adidas** and **Reebok** specialize in footwear, apparel and accessories while **TaylorMade** specializes in golf equipment and apparel.

<http://careers.adidas-group.com>

Puma manufactures sports apparel that facilitates individual achievement. With over 11,000 employees in 120 countries, Puma looks to become the premium manufacturer in sports lifestyle.

<http://about.puma.com/en/careers>

Nike strives to be the world's leader in sporting goods apparel, equipment and footwear with over 30,000 employees in more than 160 countries.

<http://jobs.nike.com>

Under Armour is the originator of performance apparel-gear engineered to keep athletes cool, dry and light throughout the game, practice or workout.

www.underarmour.jobs

New Balance is a leading global athletic products company based out of Boston, MA. With 4,000 employees around the world and products in over 120 countries, New Balance is a leader in footwear and athletic apparel.

www.newbalance.com/about-new-balance-content-assets/inside-nb-careers.html

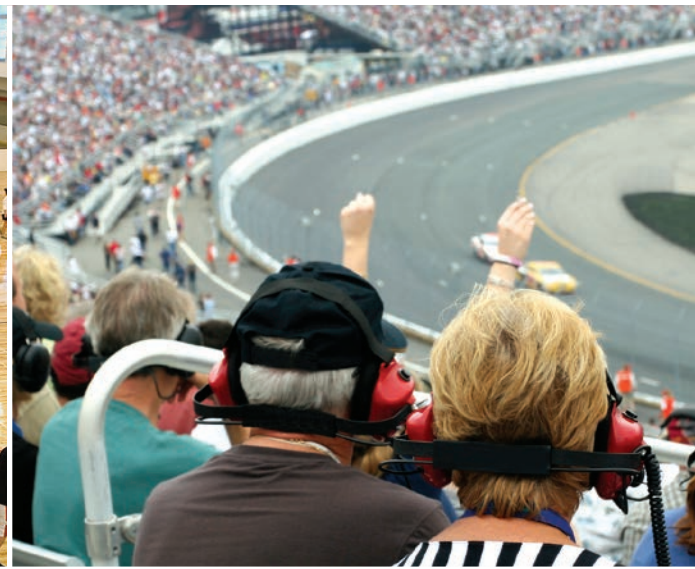


EXAMPLES OF SPORT APPAREL JOBS

- Apparel/Buyers/Retail
- Sellers/Marketing
- Merchandising Analyst
- Player Endorsement/Relations
- Product Development
- Retail Operations
- Sales Representatives



Sport Facility Management



Sport facilities can range from gyms and park and recreation departments to large arenas and stadiums. A Sport Facility Manager is responsible for managing and maintaining sport and recreation facilities. Job responsibilities range from capital and operations management to leasing, construction, planning, designing, and marketing. Management must coordinate not only the facility but the employees of the facility to ensure operations run smoothly.

SPORT FACILITY EMPLOYERS

Those facilities owned and managed by public entities provide employment opportunities that can be found locally or through professional organizations. Some facility owners hire private management companies to manage their facilities or provide specific services. Some of the largest sport facility management companies include:

AEG is one of the leading sports and entertainment presenters in the world. AEG owns or controls a collection of facilities around the world such as the Staples Center, Target Center, Sprint Center, and the Home Depot Center.
www.aegworldwide.com/about/companyoverview/employment

Aramark is a leader in professional service, providing facilities management, food service, and uniform and career apparel to health care institutions, universities and school districts, stadiums, and arenas around the world. Aramark has 250,000 employees serving clients in 22 countries.
www.aramark.com/careers

EXAMPLES OF SPORT FACILITY JOBS

- Booking/Scheduling Coordinator
- Box Office Manager
- Change-over
- Manager Concession
- Crowd Manager
- Event Manager
- Facility Manager
- Human Resources
- Luxury Seating Sales/Management
- Maintenance
- Production Management



Sport Facility Management

SPORT FACILITY EMPLOYERS

(continued from page 10)

Centerplate is one of the largest hospitality companies in the world, and they manage around 250 sports, entertainment and convention venues.

<http://www.centerplate.com/careers>

Delaware North Companies is a global leader in hospitality and food service with over 55,000 employees. Delaware North specializes in gaming and racetrack operations as well as sports facilities management.

www.delawarenorth.com/careers

Spectra provides innovative management, marketing, operations, and event booking services for public assembly facilities, including arenas, civic and convention centers, stadiums, ice-facilities, equestrian centers and theaters. Spectra is a division of cable giant, Comcast, and owns several professional teams and facilities.

www.spectraexperiences.com/careers

SMG Worldwide Entertainment and Convention Venue Management

provides management services to over 200 public assembly facilities including arenas, stadiums, performing arts centers, theatres and conventions, conference and trade centers. SMG controls over 1.5 million entertainment seats in over 65 accounts worldwide.

<http://www.smgworld.com/p/who-we-are/302>

409 Management and Consulting is a venue management group that provides consulting in areas such as event, food and beverage and facility management. The company also operates an executive search division focused on sport facility management jobs.

www.409management.com/currentsearch.html

SPORT FACILITY MANAGEMENT ASSOCIATIONS

International Association for Sports and Leisure Facilities

www.iaks.org

International Association of Venue Managers

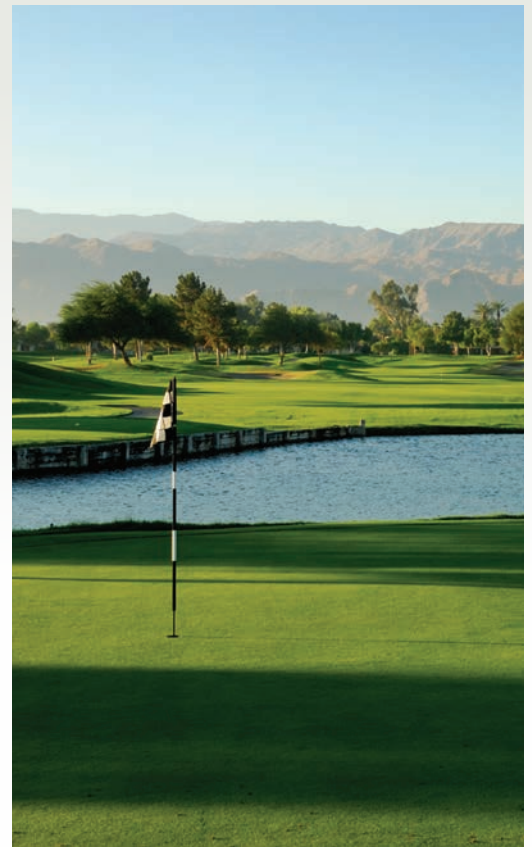
www.iavm.org

National Intramural-Recreational Sport Association

<http://nirsa.org>

Stadium Managers Association

www.stadiummanagers.org/



Sport Facility Management

SPECIALIZED FACILITIES MANAGEMENT

Some of the specialized sub-groups under sport facility management include the following areas. Since almost every sport occurs in a facility this category is broad and covers areas not traditionally classified as sport facility management jobs.

BOWLING CENTERS

In 2012, there were 3,667 Bowling Centers in the United States employing 77,657 with total annual sales of \$3 billion. By 2018 the number of Bowling Centers declined to 3, 573. Several large bowling facility companies include:

AMF Bowling

<http://amf.com/careers>

Brunswick

www.brunswick.com/careers

PHYSICAL FITNESS FACILITIES (HEALTH CLUBS AND SPAS)

In 2012, there were 29,960 Physical Fitness Facilities in the United States employing 252,181 people with total annual sales over \$20 billion. By 2018 the number of facilities rose to 38,477 with revenue over \$32 billion. Some of the largest associations for those in the physical fitness and health clubs areas are SHAPE and IHRSA.

Planet Fitness

<https://www.planetfitness.com/careers>

Gold's Gym

<https://www.goldsgym.com/careers-icims-2>

Healthtrax

<https://healthtrax-fitness-wellness.careerplug.com/account>

The International Health, Racquet & Sports Club Association

www.ihrsa.org/careers

Society of Health and Physical Educators (SHAPE)

www.shapeamerica.org

Town Sports International

www.mysportsclubs.com/careers

Additional information can be found at:

www.careerplanner.com/CareerBuilder/CB_JobSearch1.cfm?pid=4385896808151888&q=sports

www.gymjob.com

COUNTRY CLUBS AND AMATEUR SPORT CLUBS

In 2012, there were over 30,000 country and amateur sport clubs in the United States employing 327,603 people with total annual sales of \$23 billion. The numbers have stayed relatively stable over the years.

ClubCorp

www.clubcorp.com/About-ClubCorp/Careers

Club Managers Association of America

www.cmaa.org/careers

Health Clubs

www.healthclubs.com/jobs

PUBLIC GOLF COURSES

In 2012, there were 11,581 Public Golf Courses in the United States with total annual sales over \$9 billion. By 2018 the number of golf businesses in the United States (including golf courses) was just over 19,000.

www.golfingcareers.com/jobseekerx

www.golfsurfin.com

www.golfutures.com

RACING (CAR AND HORSES)

In 2008 there were 4,571 car and horse race tracks employing 61,750 people with total annual sales of \$10.95 billion. Those numbers have declined over the past decade.

<http://iscmotorsports.teamworkonline.com/teamwork/job>

NATIONAL ASSOCIATION FOR STOCK CAR AUTO RACING, INC. (NASCAR)

NASCAR is the sanctioning body for one of North America's premier sports. NASCAR is one of the top spectator sports in the U.S. NASCAR broadcasts in 150 countries worldwide and has the participation from a number of Fortune 500 companies.

www.nascar.com/careers



Sport Analytics

Sport analytics is a rapidly developing segment of the sport industry. It is expected to grow at a CAGR of 40.1% to reach approximately \$4 billion by 2022. Analytics refer to the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact based management to derive decisions and actions both on the field and off the field aspects of sport.

EMPLOYERS IN SPORT ANALYTICS

All sport teams and major leagues, as well as media, marketing, facility management, ticketing companies have analytics departments and data focused positions.

KORE SOFTWARE is the global leader in sports and entertainment business management solutions. Their applications help more than 100 Major League teams and 200 universities worldwide harness valuable customer and partner data, including preferences and behaviors, to create valuable insights, and turn those insights into powerful revenue-generating action.

<https://koresoftware.com/careers/>

NIELSEN Sports is the global leader and the premier provider of analytics and insights within the sports industry delivering tailored commercial solutions including sponsorship effectiveness, consumer behavior, and media consumption for teams, leagues, federations, brands, broadcasters and agencies.

<https://careers.nielsen.com/en-us/>

Futures Sport + Entertainment is a global sports data, technology and analytics consulting company owned by Octagon. The company provides many of the world's most famous rights holders, teams, and sponsors with data-driven strategies to support their top business objectives.

<https://www.futuressport.com/en/careers.aspx>

<https://www.octagon.com/careers>

NBA is much more than a major basketball league. It is a global sports and media business and in addition to use of analytics for player performance within teams, they have business analytics departments within franchises and the league. One of these departments is NBA People Analytics Department which provides dashboards, research and studies, and consultation to the League Office and NBA affiliated properties.

<https://careers.nba.com/>

MLB is one of the most data-driven leagues in the US both from player performance and business analytics perspective. The League Office has a Product Analytics, Strategy and Content department in NYC as one of several data focused departments within MLB League Office, MLB Advanced Media and Network and MLB.com.

<http://mlb.mlb.com/careers/boc/>

NBCUniversal has a Corporate Decision Sciences Department develop and execute advanced analytics, data and research strategies driving NBCU priorities such as leveraging Big Data, personalization of content,

EXAMPLES OF ANALYTICS JOB IN SPORT

Data Scientist, Game Analytics and Strategy

People Analytics Analyst

Marketing Automation Coordinator

Fan Engagement Lead

Senior Manager of Product Analytics

Analytics Junior Coordinator

Senior Marketing Analyst

Director of Consumer Research



Non-Profits /Recreation Activities

Recreational Sports are one of the most common staples of American culture. Almost every town across the country has recreation activities including youth sports, adult sports, sports camps and local fitness centers for their residents. These non-profit or government organizations coordinate, schedule, budget and finance these programs at thousands of facilities in every state/country. Just a few are listed below.

Connecticut

www.careerjet.com — search parks and recreation jobs in CT

Connecticut Parks and Recreation Association

<http://crpa.com/resources/career-opportunities>

Massachusetts

www.careerjet.com — search parks and recreation jobs in MA

New Jersey

www.careerjet.com — search parks and recreation jobs in NJ

New York

www.careerjet.com — search parks and recreation jobs in NY

Recreation and Park Association

www.nrpa.org/careers

*It should be noted that every state has a park and recreation association as well as physical education associations.

JCC — There are more than 350 JCC's in the United States. The Jewish Community Center has a number of partnerships between major sports organizations such as the NFL and Major League Soccer camps that provides a wide range of diverse programs for children and youth sports.

www.jccworks.com

YMCA — There are more than 2,600 YMCA's in the United States with approximately 20,000 full-time staff and 500,000 volunteers in 10,000 communities across the country. YMCA has total annual revenue of \$5.96 billion.

www.ymca.net/career-opportunities



NON-PROFIT AND YOUTH SPORTS

There are numerous volunteer opportunities working in the non-profit area as well as a number of career opportunities. These organizations can provide a significant training opportunity for those interested in breaking into the sport industry.

Little League provides youth baseball and softball for kids around the world.

www.littleleague.org

Pop Warner Little Scholars, Inc. is a non-profit organization that provides youth football and cheer & dance programs for approximately 425,000 young people in 42 states and several countries around the world.

www.popwarner.com



Professional Sports

Professional sports in the United States are one of the biggest entertainment industry segments in the country. With over 120 professional teams between the NFL, MLB, NBA, and NHL these organizations generate roughly \$17 billion in annual revenue.

PROFESSIONAL SPORTS EMPLOYERS

Major League Baseball (MLB) has 30 teams at the highest level and numerous minor league teams.

<http://baseballjobs.teamworkonline.com/teamwork/jobs>

Major League Lacrosse (MLL) has 6 teams.

<http://majorleaguelacrosse.teamworkonline.com/teamwork/jobs>

Major League Soccer (MLS) has 24 teams.

<http://mls.teamworkonline.com/teamwork/jobs>

National Basketball Association (NBA) has 30 teams and a development league with several teams.

<http://nbateamjobs.teamworkonline.com/teamwork/jobs>

National Football League (NFL) has 32 teams.

<http://footballjobs.teamworkonline.com/teamwork/jobs>

National Hockey League (NHL) has 31 teams at the highest level and numerous minor league teams.

<http://hockeyjobs.nhl.com/teamwork/jobs>

National Lacrosse League (NLL) is North America's Professional Indoor Lacrosse League with 13 teams.

<http://nll.teamworkonline.com/teamwork/jobs>

Professional Golf Association (PGA) is the largest working sports organization in the world, comprised of more than 28,000 people dedicated to promoting the game of golf.

<http://jobfinder.pga.org/helpwanted/empcenter>

Women's National Basketball Association (WNBA) has 12 teams.

www.nba.com/careers



EXAMPLES OF PROFESSIONAL SPORTS JOBS

Business Operations

Community Relations

Concessions

Event Management

Game Day Operations

Marketing

Player Representatives

Sponsorship Sales

Ticket Sales



Professional Sports



MINOR LEAGUE SPORTS EMPLOYERS

Farm systems and minor leagues represent a fertile ground for finding internships and entry level jobs. Here are some sites highlighting minor league jobs/internships.

www.oursportscentral.com/services/employment

www.milb.com/milb/info/jobs.jsp

www.minorleaguegolf.com

<http://web.usabaseball.com>

PROFESSIONAL SPORTS ASSOCIATIONS

MLB – <http://mlb.mlb.com>

MLB Players Association – <http://mlbplayers.mlb.com>

NBA – www.nba.com

NBA Players Association – <http://nbpa.com>

NFL – www.nfl.com

NFL Players Association – www.nflpa.com

NHL – www.nhl.com

NHL Players Association – www.nhlpa.com

PGA – www.pga.com



Collegiate Sports



There are over 4,000 colleges, universities, and junior colleges in the United States today. While some colleges/universities do not have sports programs, most colleges/universities have athletic departments (possibly also including intramural and club sport management) which operate as business entities with marketing, compliance, public relations, finance, accounting, event management, and media divisions. Colleges and universities frequently higher in these divisions of their athletic department, job listings are routinely published on their respective websites.

COLLEGIATE EMPLOYERS/ASSOCIATIONS

CBS College Sports Network is a 24-hour cable network dedicated to college sports covering over 25 men's and women's sports while also providing live coverage of 300 live events each season.

<https://cbscorporation.jobs>

The Chronicle of Higher Education is the No. 1 source of news, information, and jobs for college and university faculty members and administrators. The Chronicle has more than 70 full time employees as well as 17 foreign correspondents around the world.

https://chroniclevitae.com/job_search/new?cid=UCHETOPNAV

The National Association of Collegiate Directors of Athletics (NACDA) is a professional association for those interested in intercollegiate athletics administration. NACDA currently has more than 6,100 collegiate athletics administrators from the NCAA, NAIA and junior community colleges as members.

<http://jobcenter.nacda.com>



EXAMPLES OF COLLEGIATE JOBS

- Alumni Relations
- Coaching
- Compliance
- Event Management
- Marketing
- Sponsorship Sales
- Ticket Sales





COLLEGIATE EMPLOYERS/ASSOCIATIONS

(continued from page 17)

The National Association of Intercollegiate Athletics (NAIA) promotes the education and development of students through intercollegiate athletic participation. The NAIA has 50,000 student-athletes participating at nearly 300 member colleges and universities.

www.naia.org/ViewArticle.dbml?DB_OEM_ID=27900&ATCLID=205340837

The National Collegiate Athletic Association (NCAA) is a voluntary organization through which the nation's colleges and universities govern their athletics programs. The NCAA has over 380 employees and has membership of about 600 colleges and universities nationwide.

<http://ncaamarket.ncaa.org/jobseekers>

National Intramural-Recreational Sports Association (NIRSA) is the leading resource for professional and student development, education, and research in collegiate recreational sports. NIRSA has over 4,000 members in several countries throughout the world.

www.nirsa.org

The National Junior College Athletic Association (NJCAA) is the governing body of intercollegiate athletics for two-year colleges. The NJCAA has 523 two-year colleges as members.

<http://careers.njcaa.org>

Another good source is www.higheredjobs.com



Every University and College around the country has their own website, which is a great resource for further job opportunities.



Sports Media Industry

Sports Media covers the broadcasting and reporting of sports in the media. Jobs range from sports information analysts to sports journalists, TV/radio announcers, and the production/technical side of broadcasting. Numerous local and cable television networks have a Sports Media Division which may provide job/internship opportunities.

SPORTS MEDIA EMPLOYERS

Some of the major sports media employers include:

Comcast SportsNet – www.comcastsportsnet.com

ESPN – <http://espn.com/careers>

MLB Network – <http://m.mlb.com/network>

NESN – <http://careers.nesn.com>

NFL Network – <http://footballjobs.teamworkonline.com/teamwork/jobs>

SNY – <https://www.sny.tv/info/jobs>

YES – <http://web.yesnetwork.com/about/careers.jsp>

OTHER SPORTS MEDIA EMPLOYMENT RESOURCES

www.sportscareerfinder.com/sportsmediajobs.php

www.jobisjob.com/sports+media/jobs

www.simplyhired.com/k-sports-radio-jobs.html

www.sportsmanagementworldwide.com/courses/sports-broadcasting

www.playbyplaycamps.com

www.sportscastingcareers.com



EXAMPLES OF SPORTS MEDIA JOBS

Behind the Scenes: Producing, Filming, Audio

Broadcasters/Announcers

Color Commentary & Analyst Jobs

Journalists

Photography

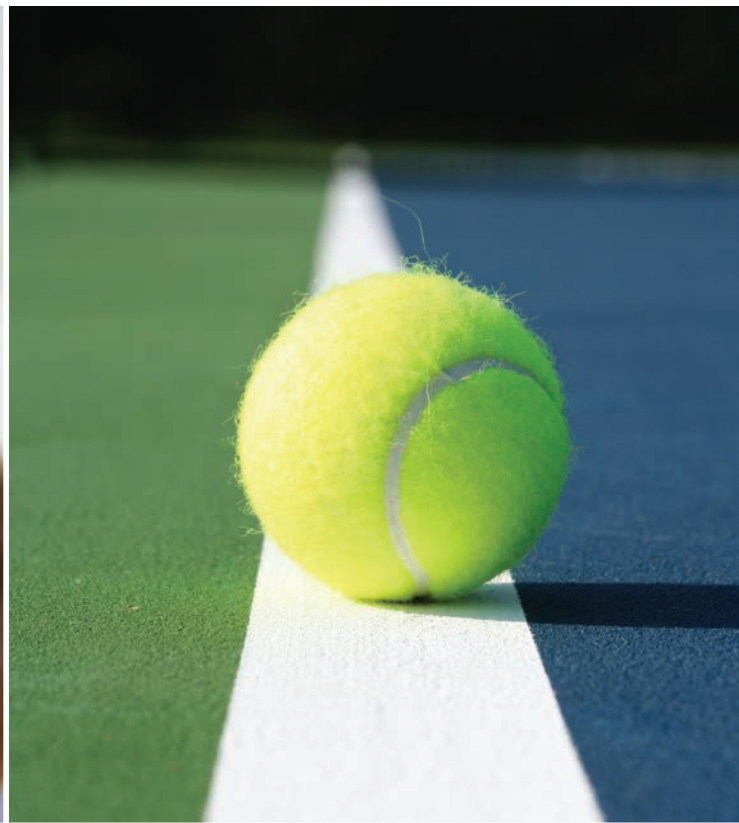
Property Owned Media Outlets

Sports Talk Radio Host

* Newspapers, magazines and local TV network also have job/internship opportunities.



Executives and Agents



SPORTS AGENTS

Almost every professional athlete has a man or woman behind the scenes to negotiate contracts, advise their clients and maintain a working relationship with each organization their clients are affiliated with. The following sites are some resources for sports agencies.

www.sportsmanagementworldwide.com

<http://prosportsgroup.com>

<http://sportsagentblog.com> — highlights numerous sports agents throughout the U.S.

SPORT EXECUTIVES

The following site can be used as a resource for executive positions:

www.sgisearch.com



Adventure Companies



Adventure companies provide opportunities for people of all ages to participate and experience the outdoors through a number of activities. Cycling, hiking, kayaking, canoeing, rock climbing, and rafting are a few of the exhilarating extreme sports that adventure companies provide.

www.lookingforadventure.com/adventurejobs.htm

www.apogeeadventures.com/about-us/our-leaders/lead-for-apogee

www.backdoorjobs.com/adventure.html

www.great-adventures.com/know/plan/work.html

www.grandamericanadventures.com

www.coolworks.com



Women and Minorities in Sport



The following sites highlight opportunities for women and minorities in sport:

<https://www.sheissport.com/>

<http://womeninsportstech.org/>

<https://www.wiseworks.org/>

www.womenssportsfoundation.org/home/she-network



Career Development Center



YOUR PATH TO SUCCESS

Building a career in the sports industry is a lot like training to play a sport. You need to build up your strengths, practice your routines and techniques, start at the JV level, and then put it all together to make varsity and win the championship.

Like an athlete, most sport management majors don't start at the top – they work their way up the ranks through active involvement on campus, internships and hands on work, mentorship and coaching, and a personal motivation to succeed.

For many students, there is a process to gaining the skills and experience you need to land the big time jobs in the sports industry. It starts right here on campus with active engagement with your academic major, joining and helping lead campus activities, getting involved with internships and other hands on work experiences, and utilizing the advice of faculty, mentors, and advisors to help reach your goals.

HOW TO MAKE IT TO THE CHAMPIONSHIP LEVEL:

- Join the Sports Industry Club
- Volunteer / work at local sports events
- Connect with classmates to learn about their experiences and get first hand advice
- Get to know your faculty and have career conversations to determine the path in the sports industry that fits your interests and skills
- Connect with Rob Thompson, the sport management career counselor
- Do well in your classes so you can be invited into the mentor program and then apply for at least one mentor
- Attend as many guest speakers as possible.
- Connect with the Career Development Center to take advantage of career resources, resume writing, interview training, and company connections.
- Do a (first) internship to gain knowledge, skills, and experience in the field
- Take on leadership roles on campus and in the community to build skills, knowledge, and connections in the industry
- Build your LinkedIn presence to network with sports industry professionals
- Do a second internship at a larger, more prestigious organization to gain in-depth skills and to continue building your professional network
- Consider graduate school – talk with your faculty advisor!
- Execute your game plan and score that first full time job in the sports industry!



Career Development Center



THE CAREER DEVELOPMENT CENTER IS HERE TO HELP!

One of the biggest advantages to studying Sport Management at the University of New Haven is the support you will receive to build your career. The faculty in Sport Management are some of the best on campus in connecting their students to the real world through guest speakers, trips to employer sites, internships, part time job opportunities, mentorship and advising, and helping land that first full time position.

Another advantage is the collaboration with the Career Development Center to provide additional support on building a winning resume, training for interviews, connecting with internship and job opportunities, and advising on how to tap into your professional network. Each year the Career Development Center visits classrooms in the major to assist with resumes, cover letters, and LinkedIn. We also have sponsored a trip to Yankee Stadium each Spring to learn about careers with this prestigious organization and to take in a game from a suite!

Be sure to take advantage of these great resources to launch your successful career.

SERVICES AND RESOURCES FROM THE CAREER DEVELOPMENT CENTER:

- Resume Writing & Review
- Cover Letters
- Interview Training
- On-Campus Recruiting
- Corporate Trips
- Graduate School Prep
- Internship Support
- Job Search Support
- LinkedIn & Networking
- Salary Data & Negotiations
- Labor Market Trends
- Personal Branding
- Portfolio Development
- Job Offer Advice
- In-Class Presentations



Getting a Job in the Sports Industry



SPORTS CONFERENCES/CONVENTIONS AND JOB FAIRS

There are a large number of sports conventions and conferences every year, which are a great resource for networking and obtaining more information about potential employers. Most associations listed previously have an annual conference and many offer additional conferences.

www.allconferences.com/Recreation/Sports

www.legends.net/news

<http://nirsa.net/nirsa>

NETWORKING

Networking is one of the best ways to find a job in sports. Make a list of all the people you know in industries you would like to work in. Inform these people of your interests and stay in close contact with them while keeping them updated on your job search. LinkedIn, Facebook, and Twitter are great networking sites that will provide further opportunities for personal connections. You must have an account with the corresponding networking sites to access the following links:

New York Sports

www.linkedin.com — Search New York Sports

Sport Marketing Association

www.facebook.com/SportMarketingAssociation?_rdr=p

Sports Business Education Network

https://twitter.com/SBEN_Live

Sports Industry Network

www.linkedin.com — Search Sports Industry Network

Sports Marketers

www.linkedin.com — Search Sports Marketers

Sports Marketing and PR Pros

www.linkedin.com — Search Sports Marketing and PR Pros

Sports Networker

www.facebook.com/sportsnetworker?ref=ts

<http://twitter.com/sportsnetworker>

Young Sports Professionals Network

www.linkedin.com — Search Young Sports Professionals Network

Women in Sport and Entertainment (WISE)

<https://www.wiseworks.org>



Getting a Job in the Sports Industry

GENERAL SPORT EMPLOYMENT SITES

www.bls.gov/bls/proghome.htm

www.workinsports.com

www.shapeamerica.org/career

www.sportscareerfinder.com/collegesports.php

www.athleticlink.com

www.disabledsportsusa.org/get-involved/jobs

www.malake.com/Jobs.aspx

www.onlinesports.com/career-center

www.sfia.org

www.sportsplacement.com

www.teamworkonline.com

<http://usngbjobs.teamworkonline.com/teamwork/jobs>

www.usgolfjobs.com

www.sportsjobsnow.com

www.sportsjobboard.com

www.sportsbusinessdaily.com/Journal.aspx

www.bluefishjobs.com



JOB SEARCH TIP

As a general note, stay away from the major career service websites such as careerbuilder.com and monster.com. These sites are good tools for research but a very difficult means to find a job in the sports industry. Most sport jobs are filled through networking, conferences, and industry associations. Very few jobs are filled through these “mega” sites and your resume will often be one of thousands that may or may not be reviewed by software or a low level employee.



Getting a Job in the Sports Industry

SALARIES WITHIN THE INDUSTRY

The following stats on salaries are derived from a survey of more than 2,000 individuals within the recreation, sports, and fitness facility industry for 2012. Numbers have changed over the years and these are samples and should be evaluated as a frame of reference.

Tipping, Emily (2012, July). Money and Happiness: Our Fifth Annual Salary Survey. *Recreation Management*, 13(7), 36-43.

DEMOGRAPHICS OF THOSE SURVEYED:

- **Location:** Midwest (28.7%); West (20.6%); South Atlantic (18.8%); Northeast (17.8%); South Central (13.6%); Outside of the U.S. (0.5%)
- **Type of organization:** Parks and Recreation (37.8%); Colleges and Universities (19.2%); Schools and School Districts (10.5%); Campgrounds, RV Parks or Private/Youth Camps (5.7%); YMCAs, YWCAs, JCCS or Boys & Girls Clubs (5%); Sports, health or fitness clubs (3.6%); Golf/Country Clubs (2.7%); Military Installations (2%); Resorts and Resorts Hotels (1.7%); Water-parks and Theme/Amusement Parks (1.6%); Ice Rinks (0.6%); Corporate Recreation or Sports Centers (0.4%); Racquet or Tennis Clubs (0.3%)



- **Job titles:** Directors (36.1%); Administration/management — administrator, manager, or superintendent (20.6%); Operations/facility management — operations manager, facility manager, building manager, or supervisor (16.7%); Program and activity administration — program director, manager, coordinator, specialist, coach or instructor (10.7%); Chairmen, CEO, president, vice president (7.6%); Services (0.6%)

- **Education:** Bachelor's degree (39.8%); Master's degree (34.9%); Some college with no degree (11.9%); Associate's degree (5.9%); Just a High School Diploma (3.8%); Ph.D. (3.7%)

SALARIES:

Average salary of all surveyed: \$65,000 (rise of 1.9% from 2011 — \$63,800)

Average Salary by Education

- Advanced Degree/Ph.D. — \$88,400
- Master's Degree/Postgraduate Work — \$73,700
- Four-Year College Degree (Bachelor's) — \$67,200
- Two-Year College Degree (Associate's) — \$57,200
- Some College (No Degree) — \$56,700
- High School Graduate — \$48,000

Average Salary by Industry

- Golf/country clubs — \$90,100 (\$96,800 – 2011)
- School/School District — \$69,800 (\$68,900)
- Military Installation — \$66,500 (\$71,300)
- Resort/Resort Hotel — \$64,800 (\$57,100)
- Parks and Recreation — \$64,600 (\$65,000)
- College/University — \$63,600 (\$61,500)
- Health Clubs — \$62,200 (\$50,300)
- YMCAs — \$61,200 (\$61,200)
- Community/Private Rec/Sports Center — \$ 60,000 (\$56,200)
- Camps — \$56,200 (\$60,400)

Average Salary by Job Title

- Chairman, CEO, President, VP, Owner — \$86,500
- Director — \$76,100
- Administration Management — \$66,800
- Operations/Facility Management — \$52,000
- Program & Activity Administration — \$47,700



Getting a Job in the Sports Industry



RESUME

1. Employers want to see significant accomplishments rather than just a list of job duties. Therefore, you must provide solid, but accurate illustrations of your talent. Providing specific examples may allow a potential employer to relate your work with potential needs within their company.
2. Use certain “key words” in your resume so it stands out from the rest. Use words such as “directed,” “business development,” “sales,” or “marketing” instead of the often overused phrases like “team player” and “good communication skills.” This is especially important with online applications where computers are programmed to search for key terms/phrases.
3. Don’t sell yourself short. When writing your resume, don’t be modest. If you have a consistent track record of beating your sales expectations then say that. Make sure you are as specific as possible. Provide statistical figures if they are applicable.

THE TOP TEN SKILLS EMPLOYERS ARE TYPICALLY LOOKING FOR

According to The National Association of Colleges and Employers:

1. Ability to verbally communicate with persons inside and outside the organization
2. Ability to work in a team structure
3. Ability to make decisions and solve problems
4. Ability to plan, organize, and prioritize work
5. Ability to obtain and process information
6. Ability to analyze quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programs
9. Ability to create and/or edit written reports
10. Ability to sell or influence others

Try and identify examples from your past experiences that exemplify these skills to your future employer.

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