

WORK IN THE SPORTS INDUSTRY

BUSINESS JOBS

IN SPORTS

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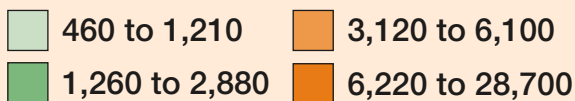


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NUMBER OF JOBS FOR SPORTS COACHES AND SCOUTS, 2023



4

SPORTS EVENT COORDINATOR

Sporting events have a lot of elements to them. They involve large facilities and strict schedules. They also include thousands of fans. A sports event coordinator plans and prepares for a game. They have many tasks. Before the game, event coordinators help advertise. They plan the game day schedule. They may work with fans, athletes, and coaches.

Sports event coordinators work at many levels of sports, from college to the Olympics.



Many sports teams have event coordinators. During the season, sports event coordinators plan games, tournaments, and races. They work

Sports Event Coordinator

Minimum Education: Bachelor's degree

Personal Qualities: Strong organizational, time management, and communication skills

Certification and Licensing: None required, but certifications can help with career advancement

Working Conditions: Sports event coordinators work in an office setting or onsite at a sports stadium. They often travel to attend games or other events. Event coordinators often have to work nights and weekends.

Average Salary: \$59,440 (2024)

Number of Jobs: 155,800 (2024)

Future Job Outlook: 5 percent growth expected between 2024 and 2034

after the season is over, too. They book other events at their facilities. These include concerts.

Sports event coordinators do not work alone. They work with other people in the business office. Event coordinators mainly work at a desk. But they must also attend home games. They may have to travel for away games, too.

Event coordinators plan every detail of a sporting event. They set the schedule for game day. They track the money that has been spent. Advertising upcoming games is part of their job, too. They must also ensure events run smoothly.

Joe Legaz works for the San Francisco Giants. This is a professional baseball team.

Legaz is the team's game entertainment coordinator. He says:

On game days my main duty is to relay all the information I receive to the day-of-game operations crew to execute. . . . I will brief them on the events of the day and ensure that they have all . . . they need. I will then direct the on-field pre-game show and [assist] . . . in any way possible throughout the game.¹

GETTING STARTED

Most event coordinators need a college degree. They often study business or sports management. Some event coordinators get a master's degree. Some might have experience playing a sport.



Sports event coordinators use calendars to help keep track of different events at sports facilities.

Certifications are not required to become a sports event coordinator. But they can offer more career opportunities. Certificates provide additional training in a particular field. They show that a person knows certain skills.

Many certifications are available for event coordinators. One is the Certified Sports Event Professional certificate. People need

FIND OUT MORE

National Collegiate Scouting Association

www.ncsasports.org

The National Collegiate Scouting Association (NCSA) is an organization for college scouts. The NCSA website includes job boards and opportunities to network with other scouts. It also has resources for scouts to learn how to evaluate players.

National Scouting Report

www.nsr-inc.com

The National Scouting Report (NSR) website has information for careers in sports scouting. It has a database of college rule books for a variety of sports as well.

OTHER BUSINESS JOBS IN THE SPORTS INDUSTRY

Sports Agent

Sports agents represent professional athletes. Agents ensure their clients receive the best contract deals. They search for the best positions and teams for their clients. They may also handle finances for their clients. Sometimes agents provide guidance, career advice, and legal services. Sports agents must have a college degree and industry experience. They might also complete an internship and certifications.



Sports Accountant

Sports accountants work for a team or an athlete. They handle basic accounting tasks. Accountants oversee the payment of other employees. They work with the facility manager to set the budget for the venue. They also make sure tax codes are followed. Sports accountants must have a college degree in finance. They need excellent mathematical skills. Becoming a certified professional accountant (CPA) can help with career advancement.



GLOSSARY

corporate

relating to a large company

draft

a system that allows teams to get new players coming into a league

networking

meeting and making connections with new people in a career field

recruit

to try to convince a high school athlete to attend a certain college to play a sport

scholarships

money awarded to students to pay for education expenses

seasonal

occurring only at certain times of the year

sponsors

businesses that pay the costs for events in exchange for advertising

venue

a place in which an organized event happens

SOURCE NOTES

CHAPTER ONE: SPORTS EVENT COORDINATOR

1. Quoted in “Q&A—Joe Legaz, Game Entertainment Coordinator for S. F. Giants,” *SportsCareerFinder*, n.d. www.sportscareerfinder.com.

2. Quoted in “Q&A—Joe Legaz, Game Entertainment Coordinator for S. F. Giants.”

CHAPTER TWO: SPORTS SALESPERSON

3. Quoted in “Q&A—Sean Twohy, NFL Ticket Sales Account Executive,” *SportsCareerFinder*, n.d. www.sportscareerfinder.com.

4. James Turner, “4 Things I Learned in My First Year Working in Ticket Sales,” *Clubhouse*, June 11, 2019. <https://theclubhousecareers.com>.

CHAPTER THREE: FACILITY OPERATIONS MANAGER

5. Quoted in “My Facility,” *YouTube*, uploaded by International Facility Management Association (IFMA), February 7, 2020. www.youtube.com.

6. Quoted in “My Facility.”

CHAPTER FOUR: SPORTS SCOUT

7. Quoted in Brianna Dix, “Shane Scannell: A Day in the Life of a Pro Scout,” *Tampa Bay Buccaneers*, August 29, 2023. www.buccaneers.com.

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