

Introducing modern jobs and career opportunities of international sport management

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Abstract:

In this article, we are going to explore the modern job outlets offered in the field of sport; namely : Sport agent, sport lawyer, athlete development specialist, sport director, facility operations manager, event coordinator, social media community manager, sport scientist, wellness professional, etc.

On the other hand, we will showcase the academic and professional programs that provide training for these new sport professions: certificates, academic diplomas, training, camps, etc.

ملخص:

من خلال هذا المقال، سوف نستعرض منافذ العمل الحديثة المتوفرة في مجال الرياضة؛ من بينها: الوكيل الرياضي، المحامي الرياضي، أخصائي تطوير الرياضيين، المدير الرياضي، مدير عمليات المنشأة، منسق الفعاليات، مدير العلاقات العامة، المسوق الرياضي، مدير مجتمع وسائل التواصل الاجتماعي، الخ. من ناحية أخرى، سوف نعرض البرامج الأكاديمية والمهنية التي توفر التدريب لهذه المهن الرياضية الجديدة: الشهادات، الدبلومات الأكاديمية، التدريب، المعسكرات، الخ.

Introduction:

Working in sport industry is not only reserved for athletes and officials; our modern era has seen the expansion of employment in the sector to include several other occupations, some offering very promising career opportunities.

The importance of embarking on a professional career in sport stems from the immense economic value it creates on a global scale; indeed, the global sport market is a flourishing industry that recorded a 388.28 billion USD of international revenue in 2020 (Research & Market, 2021).

There are countless modern job outlets offered in the field of sport; namely : sport agent, sport lawyer, athlete development specialist, athletic director, facility operations manager, event coordinator, public relations manager, sport marketer, social media community manager, sport scientist, wellness professional, etc

1. Sample of modern career opportunities of international sport management:

In this section, we will present a sample of modern career opportunities of international sport management:

1.1. Sport agent:

The role of a sport agent is to bring together the parties interested in concluding a remunerated contract for a sporting activity, it is its responsibility to advise the sportsmen (player or coaches) in the choice of a club and negotiate the amount and the terms of their contract. In return, he/she receives a commission based on the athlete's remuneration.

In general, to be able to practice this profession, the person must obtain an authorization issued by the sports federation, which is obtained following the success of a very selective competition; however, we may recruit sport agents that are not affiliated with federations and who work as freelancers.

1.2. Sport lawyer:

Sport has become over the years a very professional field of activity with regulations that are generally not easy to understand; this is how sports lawyers were born.

A sport lawyer advises and assists top athletes, clubs, companies, referees, federations, sport agents, intermediaries, brands and sponsors can all call for the services of these sport lawyers.

Athletes and their surrounding environment may be involved in issues resulting from their activities and the various agreements they have made throughout their careers. Such situations can be difficult to resolve without the help of competent professionals who have a perfect understanding of the legal framework and relating to the sport code.

In this context, sport lawyers provide them with legal advice adapted to the circumstances of each situation. He/she must also have a proactive behavior which consists in helping his client in knowing the problems he could encounter in the future.

1.3. Athlete development specialist:

An athlete development specialist works with athletes to help them balance their training, nutrition, and lifestyle in the aim of enhancing

their performance. The profession requires knowledge of the physiological and physical impacts of performance and learning the professional foundations that define the field.

The role of an athlete development specialist can be listed as follow:

- Developing training programs and workouts
- Demonstrating exercises
- Conducting private and group training sessions
- Monitoring athletes' progress
- Building relationships with athletes
- Helping with nutritional, health, psychological, and maturation issues
- Helping athletes develop professionalism, fiscal responsibility, and other skills
- Helping athletes develop their careers and transition in and out of sports
- ... etc.

1.4. Sport director:

Some sports directors are famous, such as Leonardo at PSG, Eric Abidal at FC Barcelona or Juninho at Olympique Lyonnais, the role of the Sport Directors is indeed essential and many sport disciplines call for his expertise, he is a senior executive who works behind the scenes to manage the collective implementation of the sports project. His/Her mission is wide-ranging because it is carried out both in the field and in the offices.

The main missions of a Sport Director are:

- Oversees the technical team responsible for training future players.
- Manages the recruitment of players, and also sometimes transfers.
- Supervises the organization of the club.
- Manages the employees (technical staff, physical trainers, human resources, sales teams, etc.).
- Represents the club's image externally and takes care of negotiating with brands, financial partners, the media and equipment suppliers.
- ... etc.

1.5. Facility operations manager:

The role of the facilities operations manager is to oversee daily operations at competition, training, leisure and other sport related sites. He/she ensures the functions that supports the establishment of events and strategies.

The main missions of a Facility operations manager are:

- Sites maintenance.
- Ensure the cleanliness and safety of facility, both interior and exterior.
- Organize inspections.
- Write reports on inspections, maintenance, repairs, safety, ... etc.
- Help to set the facilities budgeting.

1.6. Event coordinator:

Event coordinators are event planners responsible for every aspect of event planning, their missions consist of:

- Coordinate with sport organizations, clubs, sponsors, vendors, exhibitors, and other stakeholders of the sport events.
- Event budgeting.
- All aspects of booking venues, entertainers, photographers, and schedule speakers.
- Day to day inspections to ensure that the event meets the standards and the expectations.
- Assess an event's overall success and submit findings.

1.7. Social media community manager:

The community manager is responsible for creating and managing a community of Internet users around a common interest. Its mission is to develop and manage the presence of a person or organization (brand, association, product, game, etc.) on the Internet.

he mainly uses social networks (TikTok, Instagram, Youtube, Facebook, Twitter...) and professional networks (LinkedIn, Xing, Quora...).

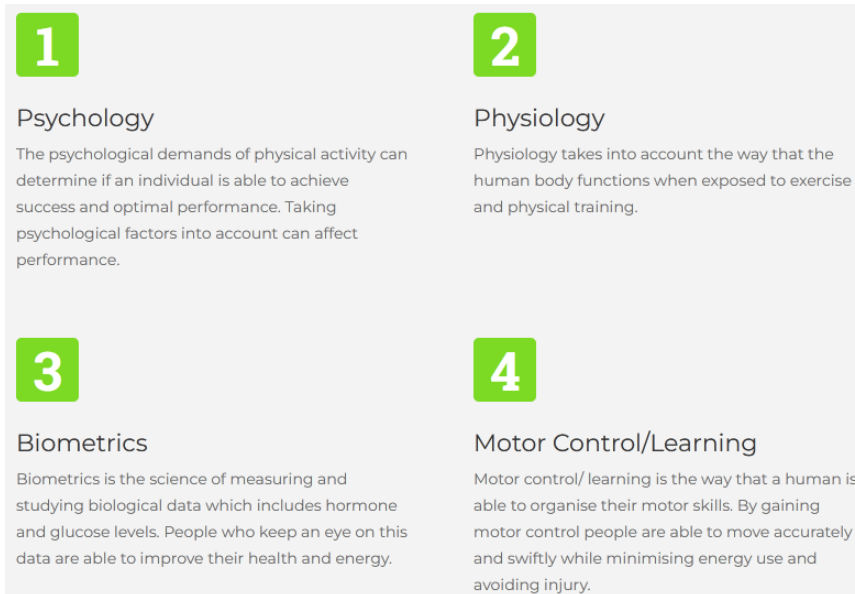
It is his duty to maintain a good e-reputation of the athlete, club, sports organization, brand, ...that he represents through the assurance of mutual reactions between the platform and the community. The community manager is at the heart of the communication strategy, his means of action are varied: sparking conversations and intervening directly, creating content (blogs, files, scores, etc.), proposing competitions or meetings with the community, etc

1.8. Sport scientist:

Sport science applies the study of science to sporting activities with the purpose to maximise the performance and endurance in preparation for events and competitions while lessening the risk of injury. Sport scientists help to identify strengths and weaknesses of the athletes and provide a personalized training. They also ensure that the athletes are up to date with modern and current training protocols, testing, and preparation. They have knowledge of biomechanics, physiology, psychology and motor control/learning that they use to provide key assistance.

The figure below presents the sciences that are covered by this profession:

Figure 1: Sport science disciplines



Source: SSEP, (2022)

2. Skills requirements of modern sport management professions

The previous cited modern professions and career opportunities of sport management require varied soft and hard skills; among them the following:

2.1. Flexibility:

Agility that makes it possible to adapt to changes and constraints, it allows an organization to diversify its products, simplify the management of its processes, innovate and renew its management of human resources and the organization of work. It allows companies to be more efficient and dynamic.

2.2. Time management:

The primary goal of time management is to ensure the proper use of the available time resource. This revolves around 3 major notions: planning, definition of priorities, and daily organization. Time management is important for planning processes and tasks within the organization. It is necessary to take into account factors that guarantee the productivity, such as the urgency of an activity, the need (or not) to carry it out, etc.

2.3. Organization:

The determination of the skills of the organization is based on the fact of listing, then highlighting, the individual skills available to the organization in order to be able to use them in an optimal way. This technique is also known as “knowledge management”.

The skills of the organization can be defined as the way in which collective knowledge and know-how are used.

The objective that organizations seek always remains the satisfaction of customers/users.

2.4. Communication:

Communication competence is the ability to communicate effectively in a language (native, second or foreign).

The purpose of communication is not only to inform the public about what we do, but also to raise awareness and to encourage everyone to participate in its development. Communicating allows employees to be given the consideration they deserve and values them as recognized actors in the life of the company. In the field of sport , those professions require interaction with several stakeholders which makes communication a must skill to command.

2.6. Attention to detail:

Athletic development specialists need to pay close attention to verbal and nonverbal cues they receive from the athletes they work with. Individuals with a refined attention to detail are best able to pick up on subtle changes in athletes' performance and endurance.

Conclusion:

The professions of sports management ensure that you do not get bored, develop your knowledge, your skills, and bring your expertise. Transforming your hobby into a professional project is a real chance and opportunity in this field.

The sports industry generates around 2% to 4% of the GDP of sports countries, according to the Sports Economics Observatory. The sports activities sector recruits and evolves three times faster than in the economy as a whole.

the sports industry provides diversified career opportunities for diversified profiles and offers real possibilities for development in an increasingly competitive international labor market.

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