

SPORTS INDUSTRY OVERVIEW

MARKETING, CREATIVE & ACTIVATION

WHAT THEY DO

Build Fan Engagement, Campaigns, Branding & Partnerships

EXAMPLE ROLES

Brand Partnership Manager
Marketing Coordinator
Creative Director
PR & Communications Rep

SALES & BUSINESS DEVELOPMENT

WHAT THEY DO

Generate Revenue through Sponsorships, Partnerships & Ticket Sales

EXAMPLE ROLES

Partnerships Manager
Ticket Sales Rep
Corporate Sales Director

LICENSING

WHAT THEY DO

Manage Branded Products, Retail Partnerships, and Intellectual Property

EXAMPLE ROLES

Licensing Manager
Merchandising Director
Apparel Coordinator

PRODUCTION

WHAT THEY DO

Create Video, Photo and Digital Content

EXAMPLE ROLES

Producer
Director
Editor

BROADCAST/JOURNALISM

WHAT THEY DO

Storytelling through TV, Digital & Print Media

EXAMPLE ROLES

Sports Journalist
Sideline Reporter
On-Air Talent

STRATEGY & ANALYTICS

WHAT THEY DO

Use Data to Improve Business Decisions & Performance

EXAMPLE ROLES

Business Intelligence Analyst
Strategy Director

EVENTS & OPERATIONS

WHAT THEY DO

Plan and run Live Events & Game Day Experiences

EXAMPLE ROLES

Event Manager
Game Operations Coordinator

FACILITIES

WHAT THEY DO

Manage Stadiums, Arenas, & Venues

EXAMPLE ROLES

Facilities Manager
Operations Supervisor

PLAYER PERSONEL & DEVELOPMENT

WHAT THEY DO

Oversee Coaching, Recruiting, Development, & Contracts

EXAMPLE ROLES

Director of Player Personnel
Scout
Coach

ATHLETE PERFORMANCE

WHAT THEY DO

Improve Physical & Mental Performance

EXAMPLE ROLES

Strength Coach
Performance Analyst
Nutrition Specialist
Physical Therapist

FINANCE/ INVESTING

WHAT THEY DO

Manage Budgets, Revenue & Ownership Strategy

EXAMPLE ROLES

Finance Manager
Investment Analyst

LAW

WHAT THEY DO

Handle Contracts, Compliance, & Legal Risk

EXAMPLE ROLES

Sports Attorney
Compliance Officer

FUNDRAISING/PHILANTHROPY

WHAT THEY DO

Secure Donations & Grants (Non-Profits, Foundations)

EXAMPLE ROLES

Corporate Giving Manager
Fundraising Manager

COMMUNITY ENGAGEMENT

WHAT THEY DO

Connect Teams & Players with the Local Community

EXAMPLE ROLES

Community Relations Manager
Youth Program Director

OTHER

Teams, Leagues, Unions, College & Universities, Youth Sports, Special Events, Agencies, Media & Content, Apparel & Merchandise, Non-Sports Brands, Sports Tech & Data, Professional Services, Non-Profits, Government/Civic