



MLS Talent x URC Women's Leadership Academy



Breaking Into the Sports Industry

- Practical advice for young women starting careers in sport
- Improve CVs & applications
- LinkedIn
- Build confidence
- Learn sports marketing insights
- Understand sports industry roles
- A focus on Sports Marketing

Entry Routes Into Sport

- Internships & placements
- Graduate schemes
- Volunteering
- Freelance & short contracts
- Side projects – these all count!
- Networking

Start building experience as early as you can!

What Recruiters/Employers Look For

- One page (two if you really have lots to share!)
- Clear structure
- Dates
- Results-focused
- Transferable skills

Most entry-level roles get hundreds of applications

- Recruiters scan CVs in 10–20 seconds
- We are looking for:
 - Evidence of effort
 - Genuine interest in sport
 - Transferable skills (not perfection)
- Potential > polish at early career stage

What Makes a Candidate Instantly Stand Out

- Doing *something* outside lectures/school
- Showing curiosity about the industry
- Taking initiative without being asked
- Understanding *why* you want sport (not just “I love it”)

Examples to share:

- Running a uni sports Instagram
- Helping a local club with comms
- Creating a mock campaign for a brand
- Writing LinkedIn posts about sport marketing trends

You Don't Need Permission to Start

- You don't need:
 - A job title
 - A degree finished – degree subject is irrelevant (kind of!)
 - Someone senior to “approve” you
- You can start *now*:
 - Content
 - Research
 - Campaign ideas
 - Brand analysis
- Take action

Case Study...

don't search for the perfect role to start with

- A candidate I recently placed started her career at Chelsea FC working in reception...
- Her dream role was to work in social media SO
- She volunteered as and when she could for Chelsea... she became known and did a great job...
- When an entry level role came up, she was top of the list!

Transferable Skills

Many young women underestimate themselves

Skills Employers *already* value:

- Organisation (events, societies)
- Communication (presentations, group work)
- Creativity (projects, content)
- Leadership (sports teams, volunteering)

“You are more qualified than you think.”

Mistakes Recruiters See All the Time (And How to Avoid Them)

Examples:

- Generic CVs sent to every role
- No explanation of *why* sport
- Underselling achievements
- Not researching the organisation
- Don't apply to every job advertised at the company
- Spell check

Applications and the confidence gap...

700+ applications – be in it to win it

- Men apply when they meet ~60% of criteria
- Women often wait until they meet ~100%
- Recruiters *expect* you not to tick every box

- “If you meet most of the criteria — apply. Let us decide.”

Who do you know?

Apply to relevant roles at the organisation

Being a Woman in Sport

- Diversity is not a “tick box”
- Women bring huge value to:
 - Fan understanding
 - Brand storytelling
 - Community building
- Your voice matters — don't shrink it

LinkedIn – First Impressions

- Professional photo
- Clear headline:
 - Aspiring Sports Marketing & Content Executive
 - Sports Marketing Graduate
 - Fan Engagement & Social Media
 - Early-Career Sports Marketer Content • Campaigns • Partnerships
- Strong About section
 - This is where personality + motivation shows.
- Updated experience
- Recruiters/Employers value: Volunteering, Uni projects, Societies, Social media accounts, Events

Using LinkedIn Effectively

- Follow clubs & brands
 - Your feed becomes industry relevant
 - You learn how brands talk to fans
 - It shows awareness of the landscape
- Engage with content - Engagement doesn't mean posting every day
 - Likes, comments, and shares all count

Using LinkedIn Effectively

- What good engagement looks like:
 - Thoughtful comments (not just “Great post!”)
 - Asking a question
 - Sharing a perspective
- Connect with purpose
 - Personalise connection requests
 - Be curious, not transactional
 - Avoid asking for a job straight away

How to Network Practically

- Events
- LinkedIn messages
- LinkedIn Groups/companies
 - Women's Sports Collective (worldwide)
 - Future in Sports –provides expertise, network, jobs, and tools to help those at the start of their career get into the sports industry (UK based)
 - Leaders in Sport
 - Sports Industry Group
 - Sports Business
- Volunteering

Interviews – What They Want

- Can you do the job?
- Do you understand us?
- Are you enthusiastic?
- Are you prepared?

BUT remember interviewing is a two-way street

Interview Tips

- Know your 60-second story – your elevator pitch!
- Research deeply – the company, the spec and who is interviewing you
 - Try to find something you have in common with the interviewer?
- Use STAR examples
- Practice aloud
- Show evidence of initiative/entrepreneurial
- DON'T waffle
- Prepare questions to ask – THIS can be a game changer
 - My favourite: ‘Do you have any concerns about my skill set for the job?’

Other...good questions to ask

Questions About the Role

- *“What does success look like in the first 3–6 months?”*
- *“What would my priorities be in the first few weeks?”*
- *“What skills do your strongest performers in this role have?”*

Questions About Learning & Development

- *“How does the team support learning and development?”*
- *“What opportunities are there to get exposure to different areas?”*
- *“How do people typically progress from this role?”*

Other...good questions to ask

Questions About the Team & Culture

- *“How would you describe the team culture?”*
- *“What do you enjoy most about working here?”*
- *“How does the team collaborate day to day?”*

Questions That Show Initiative (Stand-Out Level)

- *“If I joined, what’s one thing I could do early on to add value?”*
- *“Is there anything coming up that this role will be heavily involved in?”*

The Sports Marketing Industry – Bigger Than You Think

- Marketing & Brand
- Commercial & Partnerships
- Media & Content (personal insta pages)
- Events & Fan Experience
- Data & Insights
- Video Production
- Strategy
- Comms
- AI – will come!
- Agencies, Clubs & Brands

Skills for Sports Marketing

- Creativity – campaign ideas, fan engagement etc
- Communication – presenting, stakeholder management
- Organisation and Time Management – in the office and onsite - key for all elements!
- Data awareness – all campaigns are driven by data
- Commercial acumen – there is a HUGE lack on women in the commercial space
- Basic design tools (Canva, not Photoshop mastery)
- AI tools for content ideas & planning
- Understand FANS



Entry-Level Roles in Sports Marketing



- Marketing Executive
- Social Media Executive
- Partnerships Executive
- Fan Engagement Executive
- Content Producer
- Campaign Executive
- Commercial Executive
- Digital Marketing Assistant
- Events Coordinator
- Community Activation Executive

Rejection...

Rejection is Part of the Process its life!!

You may apply for:

- 20–30 roles
- Get 3–4 interviews
- Land 1 job

That's normal.

"Rejection isn't failure — it's volume."



Women in the Sports Industry



- You belong here AND are needed
- Find mentors
- Support others
- Use your voice
- Get out there



Final Advice



- Be proactive
- Say yes
- Learn constantly
- Back yourself

GOOD LUCK!