



My Working Day



My Working Day as a: Senior Manager

Organisation: SportStars

Type of organisation: Sports coaching company working in primary schools

Subject of study: Management & Marketing

Job title: Area Manager

In which country are you currently working?: UK

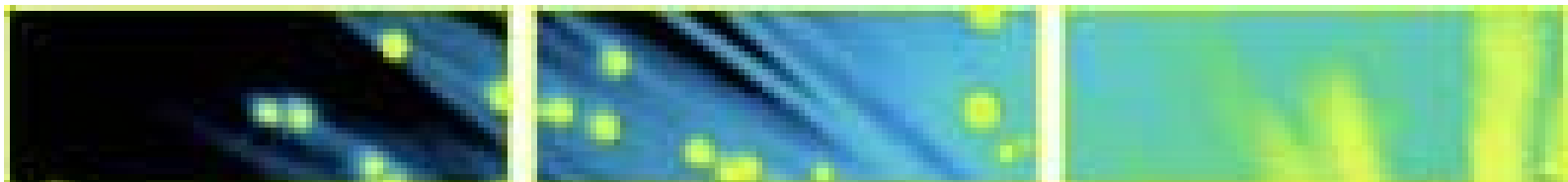
What does your job involve?:

The growth, development and management of the SportStars and SuperStars brands across the North West. The business provides high quality coaching specialists for children aged 4 - 12. During term time we provide structured PE, Drama, Music, Art and Design Technology lessons in primary schools covering PPA time. In the school holidays we run fun and exciting holiday courses allowing children to enjoy a healthy and active school break. Our specialist coaches inspire and facilitate pupil development whilst meeting the changing demands of today's schools. It's a system that benefits everyone, especially the children, and one that I'm extremely proud to be part of!

My typical day:

Varied and interesting would be two words to sum up my day! This includes:

- Strategic level decision making during senior management meetings, giving us the opportunity to shape and influence the ongoing success of the business.
- Meeting with new and existing head teachers to discuss SportStars courses at their schools.
- Taking school assemblies and coaching classes during our taster days.
- Sales and marketing activities to develop the SportStars Brand.
- Recruitment, training, management and appraisal of coaching staff.
- Liaising with parents: handling bookings, queries, problems. Getting parent feedback from our courses etc.
- Setting up, organising and managing the holiday courses.



Three things that I like about my job:

(1): The kids! Everyone at SportStars is passionate about 'Developing Bright Futures' for children. So I'm in an extremely privileged position where get the opportunity to not only work with and coach children but also help develop a business that already positively impacts thousands, and in the future millions, of children not just in the UK but worldwide. For me nothing beat seeing how much the children enjoy their time at SportStars.

(2): The people! Working with like minded people is amazing. Everyone is passionate about what we do, fun and enthusiastic about the business.

(3): Making a difference! Sitting on the senior management team is great for two reasons: I have the autonomy to develop my area of the business and I contribute towards business critical decision making.

Three things that I'm not quite so keen on:

(1): I LOVE my job so there isn't really anything I'm not keen on. Working for a small to medium enterprise (SME) can have it's challenges, particularly as the majority of my previous experience is within large corporate organisations. Even the transition from large corporate to SME has been a pretty exciting opportunity as I've been involved in the implementation of measures such as corporate governance and improved management information systems as the business grows.

Key points in my career development to date:

Immediately after graduating I went into sales and recruitment which is where I gained significant corporate and management experience. I set up, managed and developed my own engineering recruitment division. I've always been heavily involved in sport and have also worked in the USA as a Director of Sport for the Diabetic Youth Foundation and have been involved with a charity called Street League for a number of years.

What I wish I'd known when I was a student:

Going to university isn't just about getting a degree anymore! Finding employment within your chosen career path is becoming increasingly challenging so gaining work experience relevant to your degree is absolutely essential if you are serious about your career.

Tips or advice for those looking for jobs:

How many people are studying the same degree as you? How are you going to make yourself stand out from the crowd? Gaining relevant work experience and employment while studying your degree is obviously a great way to do this. Be as proactive as possible! Be self aware: what are your strengths and weaknesses? What practical experience can you demonstrate to potential employers? Anyone can tell an employer 'I work well under pressure' a good candidate has an example of when they have worked under pressure and what skills they used to handle that situation. Be passionate! You've spent 3+ years studying and thousands of pounds to get the career you want. Tell employers why you want it....!

