

# Sport Management

## Career Options

Athletic Director  
Activities Director  
Brand Manager  
Community Relations  
Community Development  
Specialist  
Customer/Client Relations  
Educator -  
Teacher; Professor  
Events and Attractions  
Manager  
Game Day Operations  
Manager

General Manager of  
National/Provincial  
Sport Organization  
Golf Tournaments  
Venue Manager  
Facilities Operations  
Manager  
Funding Development  
Specialist  
Marketing/Promotions  
Specialist  
National Event Co-ordinator

Manager of Player/Athlete  
Programs  
Sporting Goods  
Merchandising Specialist  
Sponsorship Specialist  
Sports Agent  
Sports Broadcaster  
Sports Information/Media  
Sports Philanthropist  
Relations Director  
Sports Journalist  
Sports Marketing Analyst  
Tournament Manager

\* Some options may require further education

## Degree Specific Skills

Ability to Listen and Clarify Information  
Ability to Simplify or Explain a Concept  
Analytical and Problem Solving Skills  
Assessment and Evaluation Skills  
Attention to Detail  
Critical Thinking Skills  
Design Customized Programs  
Documentation Skills  
Event Management  
Knowledge of Management and  
Leadership Principles

Leadership Skills  
Motivating Others to Reach Their Goals  
Observation Skills  
Planning and Organization Skills  
Program/Event Design Operation and  
Evaluation  
Providing Feedback in a Diplomatic Manner  
Questioning and Responding Skills  
Research and Analysis Skills  
Team Work

## Job Search Resources

**Brock University Career Education**  
[www.brocku.ca/ccee/career-education](http://www.brocku.ca/ccee/career-education)

**Canadian Interuniversity Sport**  
<http://english.cis-sic.ca/landing/index>

**Edmonton Sport Council**  
[www.edmontonsport.com](http://www.edmontonsport.com)

**Eluta**  
[www.eluta.ca](http://www.eluta.ca)

**Golf Jobs in Canada**  
[www.golfjobscanada.com](http://www.golfjobscanada.com)

**Job Bank Canada**  
<http://jobbank.gc.ca>

**LinkedIn**  
<http://ca.linkedin.com>

**LIN Lifestyle Information Network**  
[www.lin.ca/job-search](http://www.lin.ca/job-search)

**Sport Alliance of Ontario**  
[www.sportalliance.com](http://www.sportalliance.com)

**Sport Canada**  
<http://www.pch.gc.ca/eng/1266037002102/1265993639778>

**Sport Information Resource Centre**  
[www.sirc.ca](http://www.sirc.ca)

**Talent Egg**  
[www.talentegg.ca](http://www.talentegg.ca)

## Professional Associations and Career Resources

### Canadian Associations and Affiliates

[www.charityvillage.com/cv/nonpr/profas.asp](http://www.charityvillage.com/cv/nonpr/profas.asp)

### Coaching Association of Canada

[www.coach.ca](http://www.coach.ca)

### North American Society for Sport Management

[www.nassm.com](http://www.nassm.com)

### Sport Marketing Association

[www.sportmarketingassociation.com](http://www.sportmarketingassociation.com)

## Internships, Exchanges & Volunteering

### Campus Access

[www.campusaccess.com](http://www.campusaccess.com)

### Career Edge

[www.careeredge.ca](http://www.careeredge.ca)

### Charity Village

[www.charityvillage.com](http://www.charityvillage.com)

### Commonwealth Games Canada International Development through Sport

[www.commonwealthgames.ca](http://www.commonwealthgames.ca)

### Exchanges Canada

[www.exchanges.gc.ca](http://www.exchanges.gc.ca)

### Global Experiences

[www.globalexperiences.com](http://www.globalexperiences.com)

### GoAbroad.com

[www.goabroad.com](http://www.goabroad.com)

### Going Global

<http://careerzone.brocku.ca>

\* Accessed through Brock Career Zone

### Ontario Internship Program

[www.internship.gov.on.ca](http://www.internship.gov.on.ca)

### Right to Play

[www.righttoplay.com](http://www.righttoplay.com)

### Volunteer Canada

[www.volunteer.ca](http://www.volunteer.ca)

## Further Education and Training

### Canadian Universities and Colleges

[www.canadian-universities.net](http://www.canadian-universities.net)

### Graduate Schools

[www.graduateschools.com](http://www.graduateschools.com)

### Kaplan Test Prep and Admissions

[www.kaptest.com](http://www.kaptest.com)

### School Finder

[www.schoolfinder.com](http://www.schoolfinder.com)

### Peterson's Educational Planner

[www.petersons.com](http://www.petersons.com)

## Business and Employer Directories

### Canadian Business Directory

[www.canadianbusinessdirectory.ca](http://www.canadianbusinessdirectory.ca)

### 211 Community Connection

[www.211ontario.ca](http://www.211ontario.ca)

### Information Niagara

<http://www.incommunities.ca/volunteer-opportunities/>

### Industry Canada

[www.strategis.ic.gc.ca](http://www.strategis.ic.gc.ca)