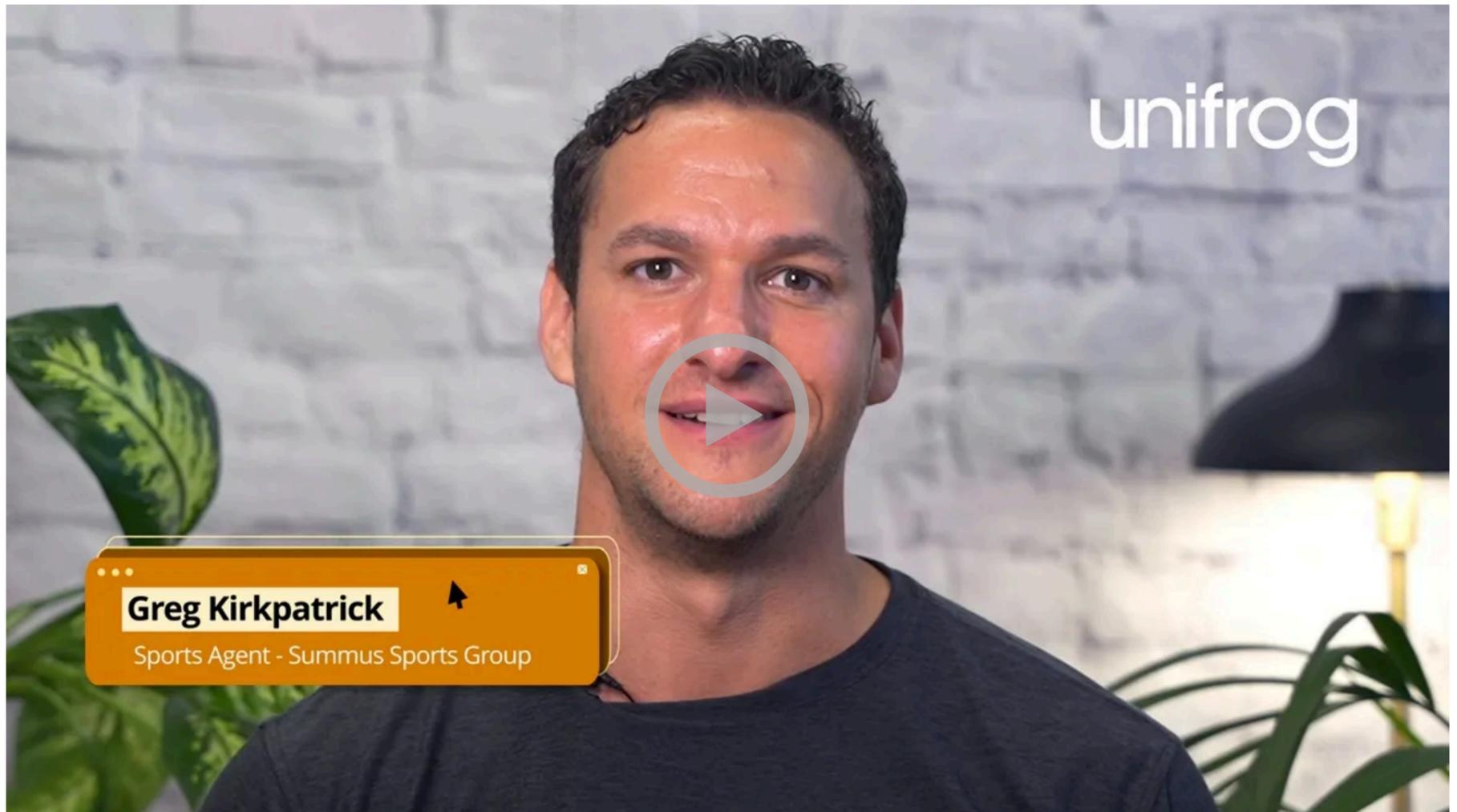


1 2 3

# Sports agent

Also called: Football agent

Sports agents help athletes and players to find work and negotiate employment contracts.



[Read Greg Kirkpatrick's story](#) 🔍

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## What you'll do

You might work for a sports agency, a law firm that specialises in sporting contracts. You could also be freelance. Some sports agents are employed by football clubs to recruit players on their behalf.

Your day-to-day duties could include:

- scouting for new and talented athletes and players at sports matches and events
- finding opportunities with organisations for athletes and players
- managing your client's marketing and endorsement activities
- representing your client if there's a dispute with the organisation that employs them
- acting as a media spokesperson for your client
- handling contract and salary packages
- supporting your clients during times of personal difficulty, loss of form or when they're under pressure

A lot of your work will involve contract negotiation and making sure contracts meet legal guidelines. You might use a solicitor to carry out the legal contract work.

Record relevant activities you've already done on the [Activities tool](#) >

## Working hours and environment

You might work for a large company, or for yourself. You'll often work long hours, and may need to work 7 days a week during busy periods.

You'll work in an office and you'll also need to attend many of events your clients compete in.

You'll usually need to be available at short notice to give advice to clients and to represent them to the media.

There can be a lot of travel, and you'll need a driving licence for most jobs.

## Career path and progression

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With experience and contacts, you could set up your own sports agency.

## Skills required

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You'll need:

- excellent communication and negotiation skills
- the ability to get on with a wide range of people
- the ability to promote yourself and your clients
- excellent business skills
- maths skills

Got evidence of these skills? Record your examples on the [Skills tool](#) >

## Entry requirements

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There are no set entry requirements, but you'll usually need:

- work experience with a sports agency
- contacts within sport
- legal knowledge
- business knowledge, including marketing and promotion

It may help you to:

- contact agencies about voluntary placements or internships
- build up your contacts
- understand contract law, or be a trained solicitor
- study for a degree or postgraduate course in international sports management or business management

## Related Know-how guides

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Explore Know-how guides related to this career:

- [Summus College: What it's really like](#) >

## Related university subject profiles

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These university subjects are related to this career; check out their profiles on the Subjects library:

- [Public relations](#) >
- [Sport science](#) >

## Related career profiles

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You may also be interested in:

- [Sports coach](#) >
- [Project manager](#) >
- [Sports development officer](#) >

- [Sports professional >](#)
- [Business development manager >](#)

## Explore

Want to see what relevant education and training opportunities are available right now? Search here:

### Public relations at uni:

- [USA >](#)
- [UK >](#)
- [Canada >](#)
- [Europe >](#)
- [Asia >](#)
- [Australasia >](#)
- [Middle East and Africa >](#)
- [Ireland >](#)

### Sport science at uni:

- [USA >](#)
- [UK >](#)
- [Canada >](#)
- [Europe >](#)
- [Asia >](#)
- [Australasia >](#)
- [Middle East and Africa >](#)
- [Ireland >](#)

### College / Sixth Form:

- [UK >](#)

## Labour Market Information (LMI)

Current and predicted figures relating to the Sports agent profession. Median averages are shown, each with the specific career, or group of careers, that they apply to.

- UK
- USA

### Jobs

Sales, marketing and related associate professionals

**727,788**

 **3,825** in your local area of Liverpool

#### Top 5 local areas

1	Surrey	21,993
2	Hampshire	21,119
3	Hertfordshire	20,508
4	Essex	18,404
5	Kent	17,908

### Salaries

Marketing associate professionals

**£30,601**

Sales, marketing and related associate professionals

**£41,330**

 **£39,809** in your region of North West

### Top 3 regions

1	London	£48,174
2	South East	£41,960
3	North East	£41,881



### Growth

2020-2035

Business and public service associate professionals

**+7.6%** ↑ 171,912 jobs

📍 +5.7% in your region of North West, an increase of 11,768 jobs

Save to Favourites? ❤️

You haven't favourited any Careers library profiles yet

## People also liked...

Those that liked this career profile also liked the following



### Sports professional

Sports professionals are paid to train and compete in their chosen sport.

[Read the profile >](#)



### Sports coach

Sports coaches teach sports and help players to reach their full potential.

[Read the profile >](#)



### Sports referee

Sports referees officiate at sports from local youth and amateur game to professional level.

[Read the profile >](#)