An Advertisement Audit of the Stated Requirements of Applicants for Recently Advertised Sports Management and Sports Development-Related Roles in Irish Sport

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Sport is hugely important to Irish society, to communities, and to the economy.....we want to capitalise on the potential of sport as an industry to create jobs and growth’ a quote from Dr Leo Varadkar, Minister for Tourism, Transport and Sport, Ireland. The Irish Government has increased the level of funding for sport in time when there were many demands on limited public resources. This was not always the case, the publication of the 1996 ‘Targeting Sporting Change’ document was a watershed moment in Irish Sport. For the first time the Irish Government took a strategic approach to the support and development of sport in Ireland, and the development of a delivery infrastructure, bringing with it an increased demand for professionalism within the sector. Since then sports related activity is responsible for 2% of total employment in Ireland (Indecon, 2010). The voluntary sector comprises 23% of those jobs with Government (local and central) comprising 16% of that employment (Indecon, 2010).

Since the 00's there has been an increase in the provision of sports related programmes offered at higher level education institutions in Ireland. These included programmes orientated towards Sports Science, PE teaching, Sports Coaching, Sports Management, and Sports Development. The stated career possibilities for graduates for the latter two areas include; Sports Management, Sports Administration, Sports Development, Careers with National Governing Bodies and Local Government. Many of these career areas emerged as a result of a more strategic approach to sport and the increased public funding of sport in recent years. The question is what knowledge, skills and competencies are required of sports management/ sports development graduates applying for these jobs. The ENSSHE and EOSE’ (1997) report provided an international classification system through its sport management occupational typology and other research has been conducted on competencies required for sports managers in Germany by Horch and Schutte (2003) and Australia by Emery et al. (2012). However ‘little empirical data been reported on the employment opportunities available to sports management graduates’ (Emery et al. 2012) and none from an Irish perspective.

The aim of this study is to conduct an advertisement audit of the stated requirements of applicants for recently advertised Sports Management and Sports Development related roles in Irish sport.

This study will entail an audit of all relevant sports management and sports development related positions that were advertised nationally through over a 1 year period. This will involve collecting and collating all publicly available job descriptions for the advertised positions and a content analysis of the advertised positions will be conducted. This will be followed up with interviews with a number of the key employers getting their perceptions on the match of applicants and the requirements for the roles.

This presentation will highlight the findings and give insights into the types of jobs advertised, the level of experience required, the competencies and skills sought. It will provide guidance for curriculum consideration in preparation of graduates for employment in the sports management or sports development.

References


ENSSHE and EOSE (European Network of Sports Sciences in Higher Education; European observatoire for Sport Employment) 1997. Sport Management Occupations in Europe. SOCRATES.

