



**Active
Black Country**
Creating a healthy, active region

Working in Physical Activity Career Options





WELCOME

When people think of Physical Activity, the mind often goes straight to sport and coaching. However there are so many different roles and career options available where you can support people to live more active lives.

This document has been put together to highlight just a small number of the options available if you choose this career path. Whilst this document can be read as a simple handout, we've also made it available as an interactive PDF, enabling you to explore the different sections and read specific case studies relating to each section.

For more information on workforce, skills and employment in the Black Country visit:

www.activeblackcountry.co.uk/what-we-do/workforce



Workforce
Development System



Menu of Training



Volunteering



Know your Customer

CREATING A HEALTHY, ACTIVE REGION



Education	Coaching	Sports Dev/ Management	Health and Well-being	Fitness	Science	Media and Marketing	Community
School Sports Coach	Volunteer Assistant Coach	Sports Dev Officer	Health Promotion Specialist (Social Prescribers)	Fitness Instructor	Sports Performance Analyst	Marketing and Communication Lead	Community Engagement
PE Teacher	Volunteer Coach	NGB Officer	Public Health Officer	Group Exercise Instructor	Nutritionist	Social Media Lead	Charities and Voluntary Sector
Lecturer HE	Paid Sports Specific Coach	AP Officer	Mental Health and Well-being Lead	Personal Trainer (PT)	Strength and Conditioning	Journalist	Youth Worker
Play Worker	Elite Sports Coach	Community Dev Officer	Weight Management Specialist		Dietician		Centre Manager
	Specialist Sports Coach/ Performance	Outdoor Activity Manager			GP Referral Consultant		Lifeguard
		Club Dev Officer					
Case Studies	Case Studies	Case studies	Case Studies	Case Studies		Case Studies	Case studies
CSHO Profile	Pick level and detail	Life of an Active Partnership Officer	Link worker - health coach	Personal Trainer (PT)		Marketing Officer	Youth Worker

Please click on the case study links above to read more about a selection of careers available to you.

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Community Sport and Health Officer Apprenticeship

The key role of a community sport and health officer is to engage local residents in sport and physical activity across communities.

By working within and across local organisations, you'll scope, organise and coordinate the delivery of opportunities for local communities to get more people physically active. You may do so on behalf of an employer in the private, public, charitable and third sector that delivers core activities in the fields of leisure, sport, youth work, youth justice, education and public health. As an apprentice officer, you'll develop a comprehensive understanding of the principles of behaviour change; an ability to adapt delivery to suit different groups in society; knowledge of how to manage and lead colleagues or volunteers; practical experience of how to develop and devise appropriate sports or physical activity programmes; and the expectations of collaborative work with a network. Active Black Country have been part of a successful partnership that has embedded CSOs into schools across the region.

Duration:
16 months

Relevant school subjects:
PE

Entry requirements:
Multi-skills coaching qualification at level 2 or a related apprenticeship at level 2

Achievement upon completion:
Level 3 (Advanced)—equivalent to A-levels

Potential salary upon completion:
Dependent on employer



Specialist Sports Coach Performance

As a specialised sports coach you would be expected to have worked in coaching (paid and unpaid) for many years to gain the necessary skills and experience in a broad area of coaching before moving onto the relevant qualifications.

As a specialist, you would be working with smaller groups to identify a specific coaching need to improve their performance.

You would be required to write detailed training plans, demonstrating progress and regression as and when needed to increase the athlete's overall performance in their chosen sport.

Duration:
Estimated 5-10 years

Relevant school subjects:
PE, public services, English, Maths, Science

Entry requirements:
A Level in Sport subject, Level 2 NGB qualification, coaching experience

Achievement upon completion:
Degree in Sport related subject – (Level 3 and / higher qualifications) higher NGB qualification (CPD would be needed)

Potential salary upon completion:
£25,000 per annum (increasing with experience and higher qualifications)



Active Partnership Officer

As an active partnership officer, you will be working for the local strategic lead for physical activity, aligning your work to Sport England's wider strategic objectives around tackling inactivity.

You will be expected to develop in-depth knowledge of your local area, potentially working in community and club settings to identify the local needs and barriers and work with a range of organisations to lever funding and impact on opportunities to increase physical activity.

There are several positions with specific themes across Active Partnerships and many have graduate level posts. You would need good I.T skills and be able to communicate well.

Duration:

Estimated 2-4 years

Relevant school subjects:

5 grade 4/5 and above GCSE's

Entry requirements:

A Levels (desirable) or equivalent and relative experience in sports coaching, working with sports clubs and/or health related organisation (volunteer role and/or paid role). A University Degree would be a prerequisite for a Graduate level post

Achievement upon completion:

Experience working across local authority areas, NGB's and the health sector – CPD opportunities

Potential salary upon completion:

Dependent on role, starting salaries range from £18,000-£21,000 per annum (increasing with experience and higher qualifications)



Health Coach/Link Worker Social Prescriber

These relatively new roles have recently been embedded into local health systems, enabling the world of clinical health to have extra capacity to address wider determinants that impact on peoples' wellbeing.

You would be expected to have knowledge in the area you work across, including environment, local assets, local demographics and barriers which could prevent opportunities to increase health and well-being. You would work alongside organisations and stakeholder including GP surgery's, health centres, NHS, CCG's, Local authorities, the voluntary sector and active partnerships. You would be speaking to local community members so good communication skills are essential. You would be expected to gain knowledge of local sign posting opportunities such as physical activity programmes, weight management, alcohol awareness and other health related initiatives.

Duration:

Estimated 2 years plus

Relevant school subjects:

5 grade 4/5 and above GCSE's (or equivalent)

Entry requirements:

A Levels (desirable) or equivalent. Health related qualifications such as Level 1 health improvement, GP referral consultant, stop smoking specialist, fall prevention instructor

Achievement upon completion:

Experience working across local multi partnerships within health and communities – CPD Opportunities

Potential salary upon completion:

approx. £23,000 per annum (increasing with experience and higher qualifications)



Personal Trainer

You would be working one to one or in a small group delivering bespoke progressive training programmes which would include adaptations and alternatives where needed (injuries, elements – progression and regression).

You would be expected to discuss specific outcomes for your clients and design a bespoke programme over a course of weeks, months or years demonstrating outcomes.

You would be expected to have excellent knowledge on the anatomy and physiology of the body. Upon receiving your qualification, you could work independently in a gym setting, hiring the space or work directly for the gym.

Duration:

Estimated 2-4 years plus (depending on organisation offering you the qualification)

Relevant school subjects:

5 grade 4/5 and above GCSE's (or equivalent) desirable but not essential

Entry requirements:

A Levels (desirable) or equivalent. Level 2 Gym based instructor

Achievement upon completion:

Level 3 Gym based instructor (PT qualification) – this would include group exercise as well as other CPD qualifications (circuits, children's health related exercise, Ante/post-natal exercise)

Potential salary upon completion:

approx. £18,000+ per annum or £25 per hr (increasing with experience and higher qualifications)



Marketing Officer

You would be expected to have excellent I.T skills and be confident using specific graphic and design packages.

You would be responsible for delivering the organisation's message/brand/specific campaigns/programme across the social media platform both internally and external with partners.

You would work with external graphic design teams and web designers to influence your organisations message and brand.

Your communication skills would be essential as you would be working to deadlines with high expectations on high quality communication throughout the process.

Duration:

Estimated 2-4 years plus (depending on organisation offering you the qualification)

Relevant school subjects:

5 grade 4/5 and above GCSE's (or equivalent)

Entry requirements:

A Levels (desirable) or equivalent in marketing/graphic design/communication

Achievement upon completion:

Degree in Marketing, graphics and/or design. Excellent communication skills, high standard writing and reporting skills

Potential salary upon completion:

approx. £25,000+ per annum (increasing with experience and higher qualifications)



Knowing what your options are for a career in the physical activity sector can be overwhelming. As well as building on your softer skills such as communication and local knowledge, knowing what else you would need for your chosen career is vital when making choices on further education. This leaflet highlights examples of some potential career pathways, the time it would take and what you could achieve as part of a future career.

Jo Dodd, Local Partnership Lead Officer (Workforce), Active Black Country

Youth Worker

You would be expected to work in a local area to engage with and identify the needs of children and young people.

You would be working with partners and organisations to enable children and young people to access opportunities in sport, health and wellbeing, education and employment, providing them with skills for life.

You may be required to apply for local and national funding so some business skills would be desirable.

Duration:

Estimated 2-4 years plus (depending on organisation offering you the qualification)

Relevant school subjects:

5 grade 4/5 and above GCSE's (or equivalent)

Entry requirements:

A Levels (desirable) or equivalent in marketing/graphic design/communication

Achievement upon completion:

Level 3 health and social care and/or Degree in in youth work (NYA recognised) and excellent community engagement/communication skills and experience

Potential salary upon completion:

approx. £21,000+ per annum (increasing with experience and higher qualifications)



Get in touch

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