

CAREERS IN SPORT



#SPORTING AMBITIONS



Lincoln City Academy



Lincoln City Football Club



Lincoln City Foundation

CONTACTS

A collection of stories from staff at Lincoln City FC, Lincoln City Foundation and Lincoln City Academy. they are sharing waht they do and how they end up in their current roles.

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ALICE CARTER

HEAD OF HEALTHIER COMMUNITIES



OVERVIEW OF ROLE

I manage Lincoln City Foundation's 'Community' and 'Health & Wellbeing' programmes. This includes community regeneration support to the Sincil Bank area of Lincoln, a teaching English as a foreign language project, an over 55s social and physical activity programme, a male mental health initiative, and a cancer rehabilitation programme.

Additionally I am part of the team coordinating the Lincoln City Half Marathon event.

QUALIFICATIONS

BTEC National Diploma in Sport and Exercise Science

BSc Honours Degree in Sport Development and Coaching

MSc Degree in Sport Development

AMY KAY

WOMENS PATHWAY LEADER



OVERVIEW OF ROLE

The role means I oversee the LCF women's pathway from girls academy through to our women's academy Education programme. The aim of the pathway is to produce local elite female players and boost female participation in the sport.

QUALIFICATIONS

At college, I studied Health and Social care because my female role models in my family were all in that sector. I then got a BA Honours in Early Childhood Studies as I looked toward teaching as a potential career.

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

I didn't know what I wanted to do. At 16, making decisions for my career baffled me. I fell into coaching at the right time.



AMY KAY **WOMENS PATHWAY LEADER** **CONTINUE**

HOW DID YOU END UP IN THIS ROLE?

I started coaching when I left secondary school, not thinking it would lead to anything but I began to enjoy it, and it changed my career path.

DID YOU HAVE TO OVERCOME ANY BARRIERS TO GET TO THIS POINT?

Sport, especially football, is seen as male dominant. Any female entering the sport has to overcome barriers; luckily for me, women had pathed the way before, which made this easier than it could have been if I was even 10 years older.

ADVICE

Go out and get experience, take the negative and use it as fuel to keep progressing. Especially in coaching, be prepared for a lot of volunteer work, but this is where the learning happens. Take ownership of your own development, and you will get your rewards!

BRITTANY BELL

PLACEMENT LEADER



OVERVIEW OF ROLE

Find work experience opportunities for internal and external students. Look after the Foundation volunteer workforce.

QUALIFICATIONS

Level 3 Extended Diploma in Sport coaching, development and fitness

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

Yes, when I was at school, I wanted to be a P.E teacher.

HOW DID YOU END UP IN THIS ROLE?

I dropped out of University and applied for an Apprenticeship at Lincoln City FC Sport and Education Trust. Following my apprenticeship, I became a community coach and then expressed an interest in the organisation's business side. I completed a level 4 administration qualification.

ADVICE

Always seek new opportunities to develop yourself. Speak up when you discover new areas of interest.

DAMIAM FROGGATT

DIRECTOR OF OPERATIONS



OVERVIEW OF ROLE

- Strategic and operational leadership of club operations
- Strategic and operational management and development of infrastructure
- Responsibility for strategic stakeholder relationships, including governing bodies, local authority, emergency services and regulatory bodies

QUALIFICATIONS

None

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

Not directly

HOW DID YOU END UP IN THIS ROLE?

Formerly, director of a brand communications agency with an international client-base, I switched careers in mid 2000s to develop a career in sport. Beginning in part-time coaching roles, I became Education Officer before being appointed Academy Operations Manager in 2012, a post which I held for seven years. I switched to an operational role in 2019 and was appointed Director of Operations a year later.



DAMIAM FROGGATT

DIRECTOR OF OPERATION

CONTINUE

DID YOU HAVE TO OVERCOME ANY BARRIERS TO GET TO THIS POINT?

- Restarting my career in a different direction (sport) at 35 years old was a challenge
- Managing a micro-business (Academy) which was entirely self-sufficient and self-funded create barriers on multiple levels

ADVICE

Be resilient, adaptable, humble and open-minded. Be thirsty for knowledge and relish tackling a challenge. Learn how to manage people, recognising skills and traits in others. Set high standards for yourself in the application and quality of your work, and be intelligent and innovative in finding solutions.

JAKE LONGWORTH

HEAD OF COMMUNICATIONS



OVERVIEW OF ROLE

- Overseeing the media/marketing team
- Interviewing players
- Working on new kit designs
- Being responsible for sending emails to fans
- Looking after social media and website
- Managing the fan engagement at the club
- Being responsible for selling season tickets, memberships, merchandise and more

QUALIFICATIONS

- A-Levels in Sport Studies, IT and Photography
- BA Hons in Sport Business Management

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

Yes

DID YOU HAVE TO OVERCOME ANY BARRIERS TO GET TO THIS POINT?

Competition amongst other graduates for a role in a football club

JESSICA SHEPHARD

EARLY YEARS LEADER



OVERVIEW OF ROLE

Running After School Clubs, Holiday Clubs and arranging funding to support these programmes.

QUALIFICATIONS

BAHons Drama in the Community

PGCE Early Years Teacher Status (EYTS)

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

No

HOW DID YOU END UP IN THIS ROLE?

This was a relevant job and would help me to broaden my experiences and knowledge in my chosen field. This role is particularly exciting as I haven't had much experience in sport, so I am constantly learning new things.

ADVICE

Challenge yourself! Don't be afraid to try something new and advocate for what you believe in.

JORDAN MCCANN

ACADEMY MANAGER



OVERVIEW OF ROLE

Leadership and strategic management of the Academy programme to include; coaching, education, recruitment, sport science & medicine, well-being and player care.

QUALIFICATIONS

BSc - Sport & Exercise Science

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

Yes

HOW DID YOU END UP IN THIS ROLE?

I never intended to end up in the role I am currently in. Sometimes the best thing about sport is that it can lead you down avenues and present opportunities that perhaps you didn't even know existed!



JORDAN MCCANN

ACADEMY MANAGER

CONTINUE

DID YOU HAVE TO OVERCOME ANY BARRIERS TO GET TO THIS POINT?

Working in sport can be challenging. The hours are long, and job roles are very competitive, but the rewards of developing and improving people are fantastic. It's always important to reflect, review and move forwards when you've had a bad day, or things didn't necessarily go to plan.

ADVICE

Get plenty of experience coaching and developing people. Try and volunteer or work in as many different environments as possible to build up a broad range of experiences of developing, mentoring and influencing.

LIAM SCULLY

CEO



OVERVIEW OF ROLE

Overseeing day to day operations of the football club on behalf of the Directors and Investors.

QUALIFICATIONS

Post Graduate Certificate in strategic leadership

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

Yes

DID YOU HAVE TO OVERCOME ANY BARRIERS TO GET TO THIS POINT?

Travelling distances. Being away from home. Long, unsocial hours. Lack of social life. Having to move away from home. May years in low paid, long hours roles.

ADVICE

Find the things you enjoy and commit to doing them well. Accept there are parts of the role that are less enjoyable but embrace them.

LOUISE WADE

TICKET OFFICE SUPERVISOR



OVERVIEW OF ROLE

Supporting fans with ticket purchases, account queries and reception duties.

QUALIFICATIONS

Nothing beyond GCSE level

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

Nope

HOW DID YOU END UP IN THIS ROLE?

I started working as a matchday member of staff in the venue department, which I went on to manage, and then was offered my current role during the covid pandemic.

ADVICE

Be prepared, it's a job that sounds easy, but there is a lot more involved than first impressions.

MASON HAZARD

EDUCATION LEADER



OVERVIEW OF ROLE

Teach BTEC Sport

QUALIFICATIONS

DDM - BTEC Level 3 Extended Diploma in Sport Coaching, Development and Fitness

2:1 - Sports Coaching BSc

Pass - Performance MSc

Merit - PGCE in Secondary Education

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

Yes but not in this field

HOW DID YOU END UP IN THIS ROLE?

I originally wanted to be a teacher; then, I wanted to be a coach or a performance analyst because of voluntary roles I gained whilst at university, which I was passionate about. I then got a job in education once I left university, and I thoroughly enjoyed inspiring the next generation.



MASON HAZARD

EDUCATION LEADER
CONTINUE

DID YOU HAVE TO OVERCOME ANY BARRIERS TO GET TO THIS POINT?

Tough industry to get into originally - experience is extremely important to ensure you stand out from the crowd.

ADVICE

Take every opportunity you can possibly get to gain as much experience in different roles within the sport industry to help you determine which area you would like a career in.

RICHARD PARNELL

GENERAL COUNSEL AND COMPANY SECRETARY



OVERVIEW OF ROLE

My role involves undertaking all legal issues that arise within the Club, focusing on player contracts, commercial agreements, safeguarding, equality, diversity, and inclusion. I also act as company secretary to the Lincoln City group of companies and the Lincoln City Foundation.

QUALIFICATIONS

My first degree is in Politics and International Relations from Lancaster University. I also have a Master's degree in Sports Law (LLM) from De Montfort University in Leicester.

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

I have always played and enjoyed sport, but it was not until relatively recently that I was able to combine my love of the sport with my career by undertaking an in-house legal role within a football club.



RICHARD PARNELL

CONTINUE

HOW DID YOU END UP IN THIS ROLE?

My old law firm began working with Lincoln City Football Club, which inspired me to undertake a part-time Master's degree in Sports Law. I was then successful in obtaining a role as a lawyer at Sunderland Association Football Club before moving to Lincoln City Football Club.

DID YOU HAVE TO OVERCOME ANY BARRIERS TO GET TO THIS POINT?

I had to overcome numerous barriers and obstacles to reach this point, not least of all having to study during evenings and weekends whilst I had a young family and applying for roles in a highly competitive industry.

ADVICE

You will experience many setbacks and disappointments in life, but never give up.

Stay determined, keep focusing on your goals, and try to remain resilient even when things get tough.

ROB NOBLE

HEAD OF SUPPORTER SERVICES



OVERVIEW OF ROLE

Head of department with responsibility for ticketing, memberships, matchday experience, fan engagement and managing the retail and catering partnerships.

QUALIFICATIONS

BSc Sports Management
MBA Leadership

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

Yes

ADVICE

Do what you can to get a foot in the door to gain experience. Network and get to know people in the industry. Be passionate, ask questions and work hard.

RUBY COULSON

ADMIN ASSISTANT



OVERVIEW OF ROLE

I deal with tickets, phone calls, and customer-facing issues.

QUALIFICATIONS

3 x A, 1 x C for my A-Levels

DID YOU ALWAYS WANT A CAREER IN THE SPORTS INDUSTRY

No

HOW DID YOU END UP IN THIS ROLE?

I'm doing my job as part of an apprentice; I am learning how to navigate the working world whilst earning money and giving myself time to think about what I would like to do next.

ADVICE

Ask a lot of questions