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Overview of the projects and proposed titles: Title: In-Demand Roles and Market Distribution of Job Categories in the Sports Industry To identify the most in-demand job roles in the sports industry, such as sports marketing manager, sports psychologist, event manager, coach and, analyst etc. Further, the approximate market share of these job categories (marketing, HR, safeguarding, events, etc.) would be analyzed. Alternatively, research can be conducted to outline the salary ranges associated with the main job roles/categories in sports, providing insights into industry trends.	
Context/background to this project: While data exists on in-demand roles across various industries worldwide, very limited research focuses specifically on the sports industry. Through this project, we aim to fill that gap by identifying the most in-demand roles within the sports sector, enabling professionals to build relevant skill sets and expand their expertise. Additionally, the research will highlight industry trends and provide insights into salary ranges for key roles, offering a comprehensive overview of the job market in the sports industry.	
Desired outcomes: <ol style="list-style-type: none"> 1. Identify the most in-demand job roles in the sports industry. 2. Estimate the market share and distribution of key job categories in the sports industry (e.g., marketing, safeguarding, analytics). 3. Provide salary ranges for in-demand roles within each category. 	
Specified tasks during the project e.g. qualitative data collection (interviews, focus group interviews, observations, visual methods (i.e. photographic methods) etc.), quantitative data collection (survey research, content analysis etc.); data analysis (primary and/or secondary analysis); presentations: <ul style="list-style-type: none"> • Research and categorize in-demand roles within the sports industry. • Analyze workforce distribution and estimate market share for categories like sports marketing, safeguarding, and analytics. • Collect and compare salary data for prominent roles within each category. • Present findings through a detailed report with data visuals and insights. 	
Desired students' skills e.g. survey design, creating interview schedules, Excel, SPSS, experience of project design, specific language requirements (these will be used as part of the matching process): <ul style="list-style-type: none"> • Data analysis (primary and secondary). • Report writing and presentations. 	
Student support Preferred method of contact for Project Lead: Email Periods Project Lead is unavailable from February – May: Mostly available Secondary contact for Project: Muskan J Hussain, muskan@iworkinsport.com	
Any other information which you think would be relevant to students completing the project. E.g. Access to data. ---	