

# Careers In Sport

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)

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School of Sport

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# School of Sport

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)

**Our mission is to  
“lead, inspire and shape  
the future of sport.”**

**Our students ability to secure an  
exciting career is very important  
to us and we want to support and  
guide them as they embark on  
their career planning journey with  
us!**



# We are proud to say that...

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)



73% of our students progress into employment or further study within six months of graduation.



90% is our overall student satisfaction score in the National Student Survey 2016.



We deliver research-inspired teaching with academic collaborations with industry and professional athletes.



We teach and research in dedicated laboratories for sport and exercise physiology, sports biomechanics, performance analysis and sport and exercise nutrition.



We offer advantages for elite athletes through Ulster's Elite Athlete scheme.



# Strategic Relevance

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)



Improving the strategic development of employability is a priority for the School of Sport.



The Careers In Sport website provides a pathway for the development of students' employability by targeting sports specific and careers information for each type of student at their specific stage of their career journey.



Staff can support students on this journey in a more equipped & focussed manner.

# Ulster's Learning & Teaching Strategy

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)

**Vision:** Empowering learners to excel in professional life through transformative higher education



**Strategic Aim 1:** To produce appropriate learning opportunities which are flexible, responsive to, and inclusive of, the needs of students, professions, industry and the wider community.



**Strategic Aim 2:** To provide transformative, high quality, learning experiences through the promotion of meaningful staff student partnerships that engender a shared responsibility.



**Strategic Aim 3:** To enhance Ulster's role as a sector leader for student employability as an integral part of the wider student experience.



Visit [ulster.ac.uk](http://ulster.ac.uk)



## *Five & Fifty*

Five Year Strategic Plan

Fiftieth Year Strategic Vision

2016-2034

*Five &*  
2016  
*Fifty.*  
2034



# Student Learning Experience Principles

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)

## Employability

Ulster students will be confident and capable of completing for and successfully achieving fulfilling employment



## Digital Skills

Ulster students will be equipped for the digital world



## Internationalisation

Ulster students will be equipped with the confidence to live, study & work abroad







Ulster University helped me achieve my current career success  
by...

“

developing my understanding and knowledge in the  
area sport and showing me how sport can be used as a tool  
to develop and integrate societies to live together. Ulster  
empowered me to achieve my goals.

”

- Stephen Irvine

Ulster University helped me achieve my current career success  
by...

“exposing me to a diverse range of experiences and opportunities. The skills developed within my placement year were invaluable. The lecturers were passionate and encouraging and the university sporting programme provided unique opportunities to meet new people, establish life long friendships and experience representative honours.”

- Maire Thompson

Ulster University helped me achieve my current career success by...

“ supporting my learning and development through their committed staff and the availability of first class facilities and resources. My time at Ulster University gave me invaluable work and life related skills which I use on a day to day basis. ”

- Chris Galway

# TARGET USERS

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)



Visit [ulster.ac.uk](http://ulster.ac.uk)

## Careers In Sport

Careers advice for those wishing to pursue a career in Sport

### What can I do as a career in sport?

Our Alumni end up in a wide variety of roles after graduating with a degree in sport.

Have a look at the wide and varied careers in Sport and read the profiles of our alumni.

### Careers in sport advice

What stage are you at on your Sport career?  
Select the option below that best applies to you.

1 **Future student** - I want to find out about careers in my subject

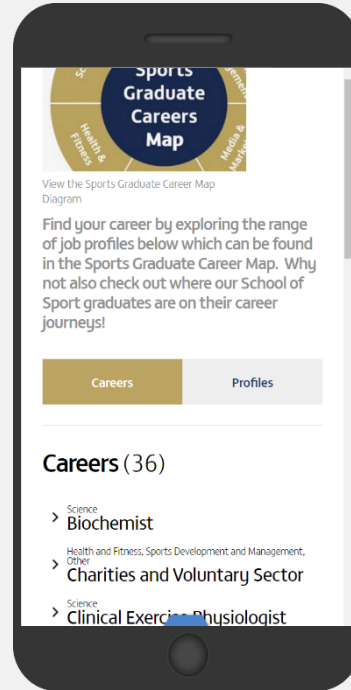
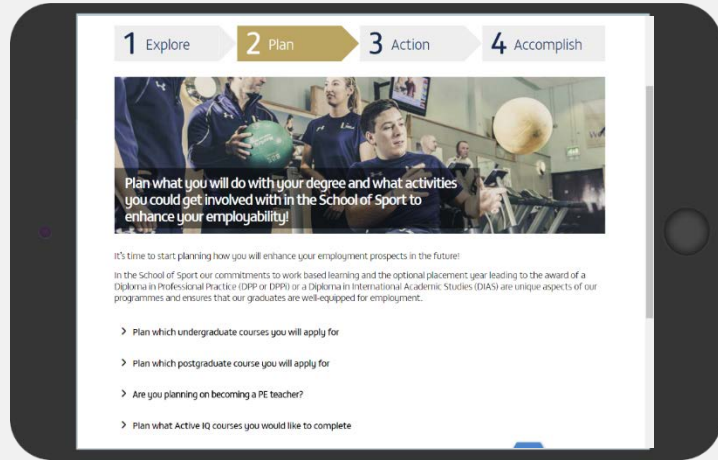
2 **Currently at Ulster University** - I am in the early...



1. Prospective student
2. Early stages of study student
3. Placement/study abroad student
4. Final stages of study student
5. Graduate student

# RESPONSIVE DESIGN

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)



1. User friendly
2. Portable
3. Minimalistic design
4. Same functionality as desktop

# LIVE CHAT FUNCTION

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)



- Real time help for users
- 9am to 5pm Monday to Friday live chat
- Quick email response available outside of office hours
- Appointments with a careers advisors can be booked

## Email Us

Email us for a quick response...

Are you a current student at Ulster University? If so, please enter your student number.

Send email and we'll contact you asap



Powered by [Pure Chat](#)

# Analytics

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)

1. **Demographics of users**
2. **Click rate**
3. **Location of users**
4. **Tracking progression from viewing prospectus to place secured on the course**
5. **Heat maps**
6. **Popular career information and graduate profiles of particular interest**



# Tour of the website & how you can customize your subject version

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)

1. School specific content for each student type
2. Careers information
3. Graduate profiles
4. Graduate destinations map
5. Photos in the banners

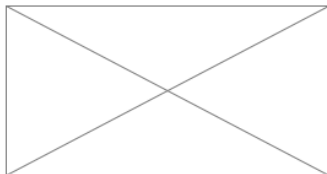




## Define your future career

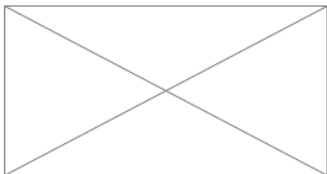
What are you interested in?

### Sport



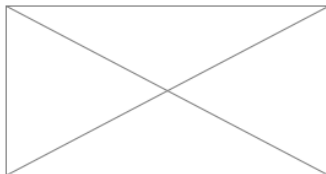
The small bits of copy that help instruct and alleviate the concerns of your users.

### Computing



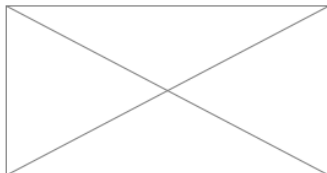
The small bits of copy that help instruct and alleviate the concerns of your users.

### Engineering



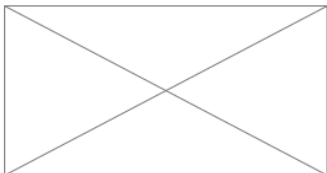
The small bits of copy that help instruct and alleviate the concerns of your users.

### Science



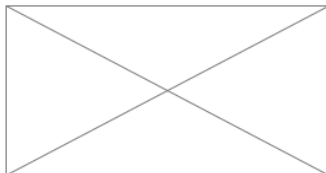
The small bits of copy that help instruct

### Health



The small bits of copy that help instruct

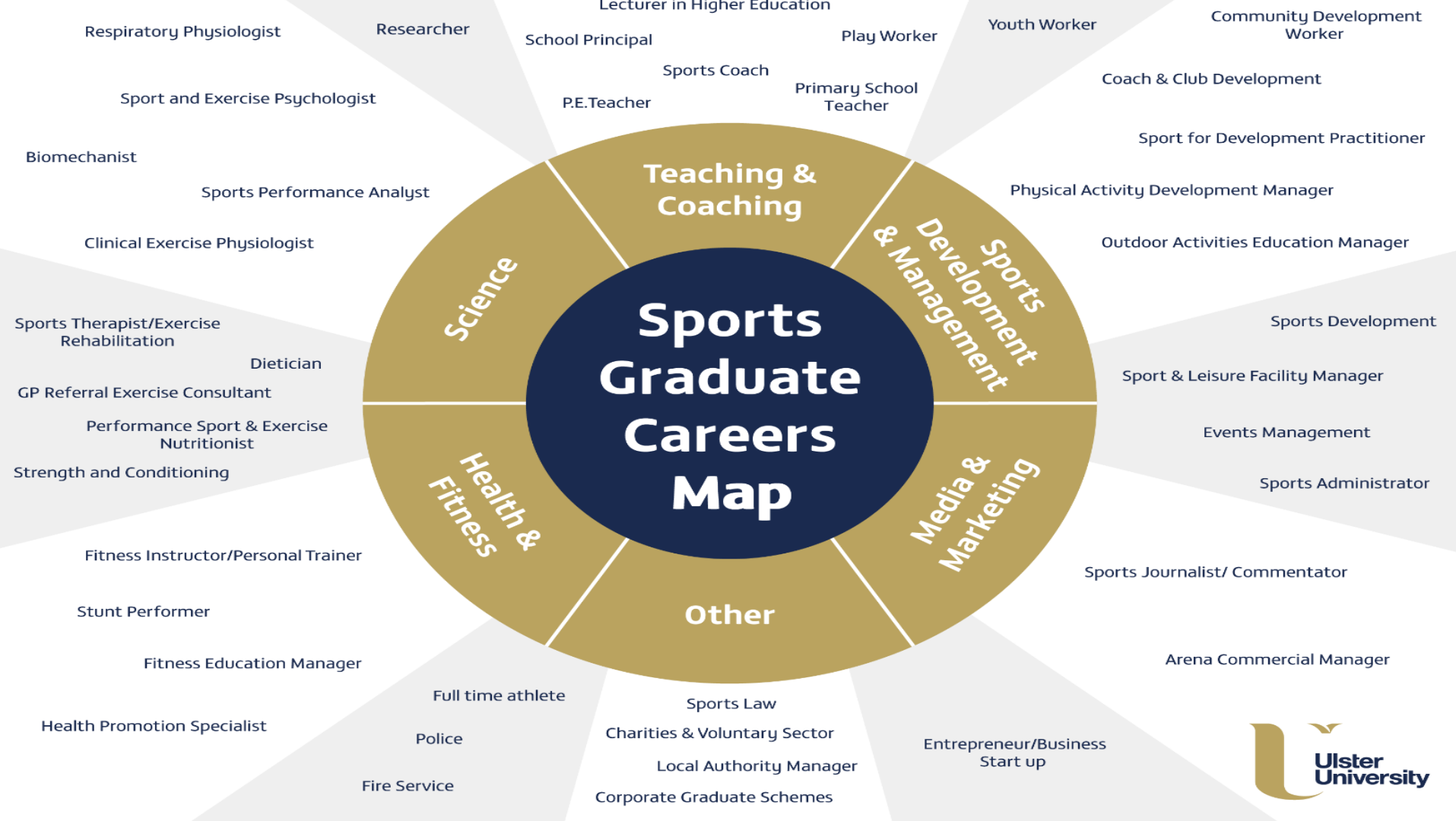
### Management

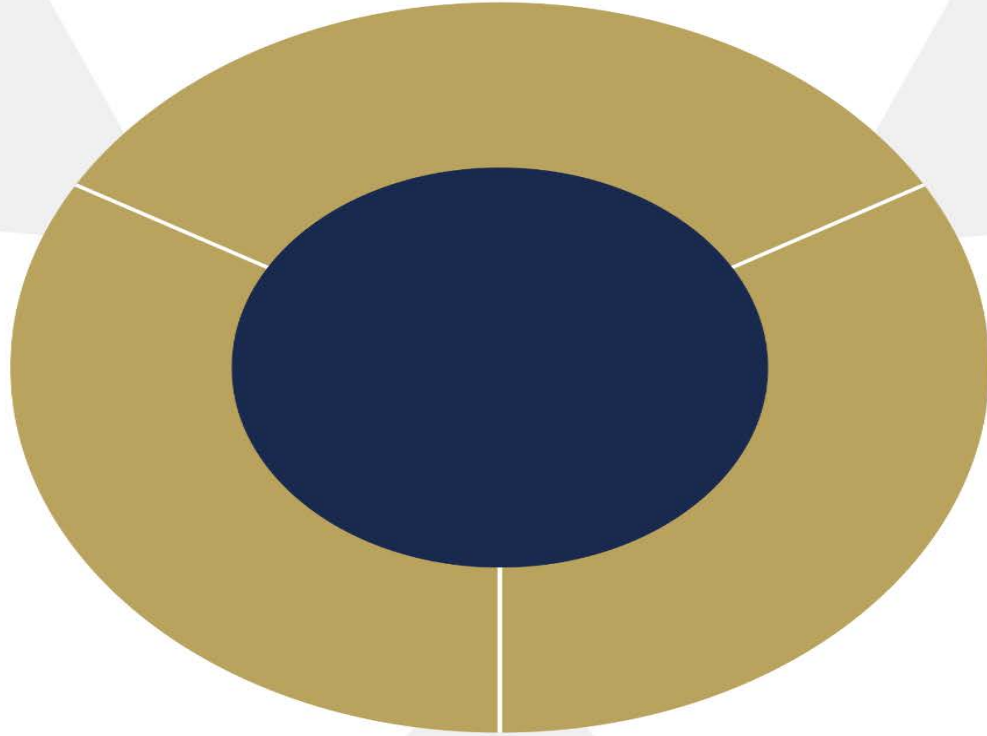


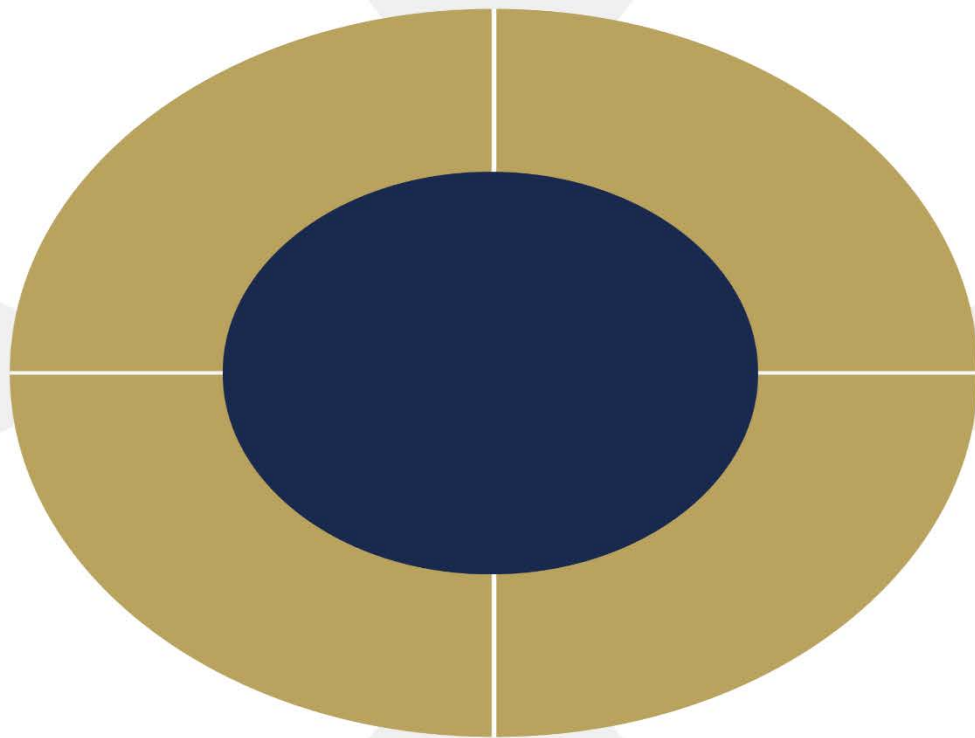
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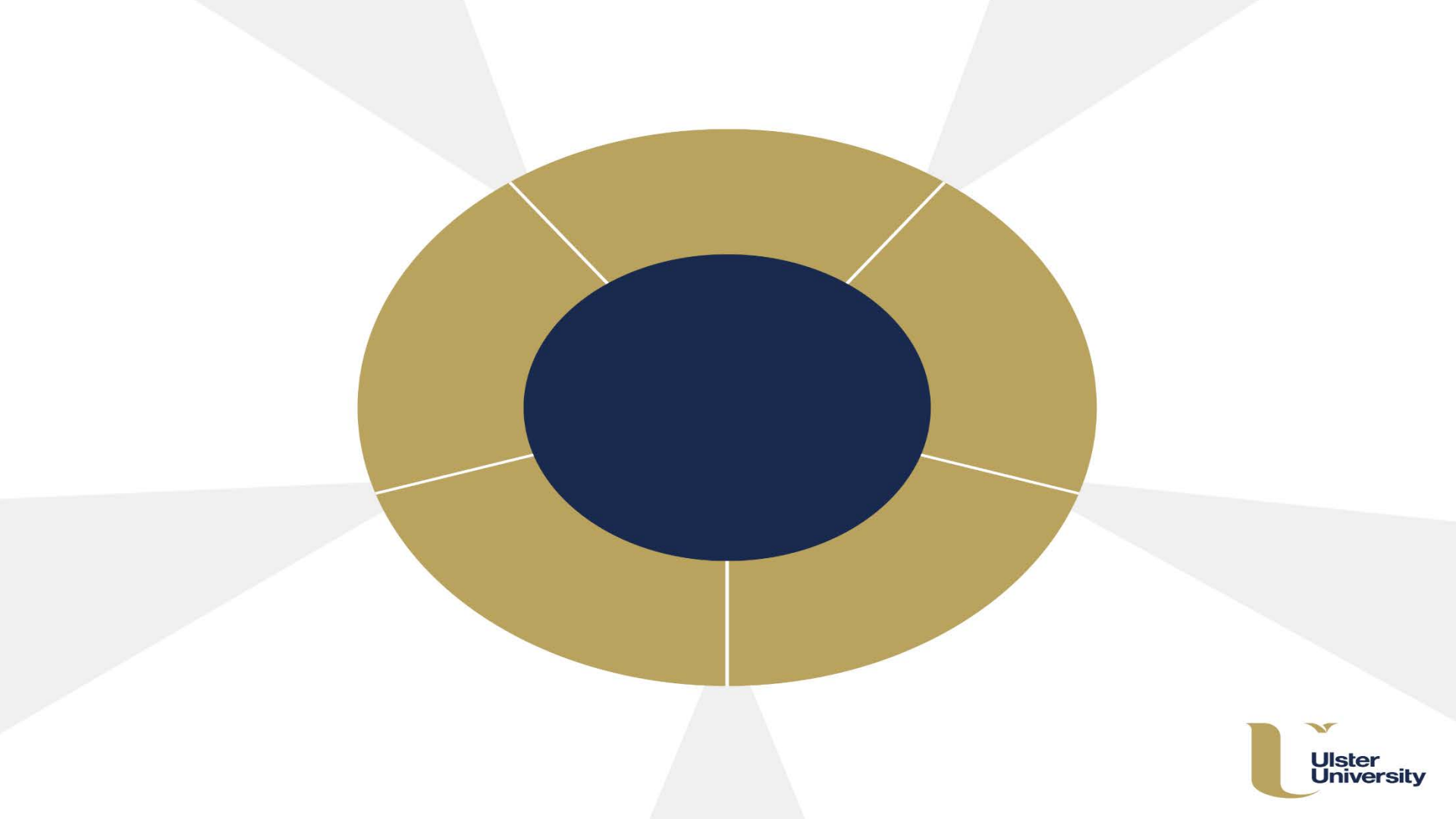
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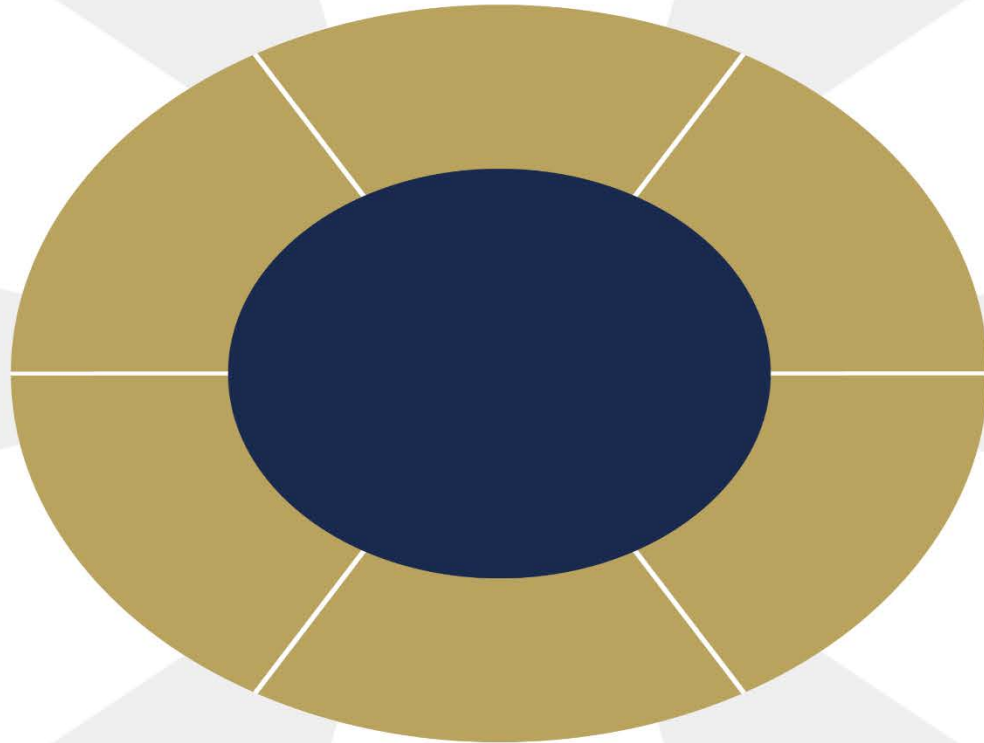
<https://www.ulster.ac.uk/faculties/life-and-health-sciences/schools/sport>











# Next steps?

[www.ulster.ac.uk/careersin/sport](http://www.ulster.ac.uk/careersin/sport)

1. Placement student appointed (future sustainability)
2. Roll out to 4 subject areas in 2017-2018
3. Get in touch with us to let us know if you are keen to explore this
4. Start planning the content with your course teams

**Your thoughts?**