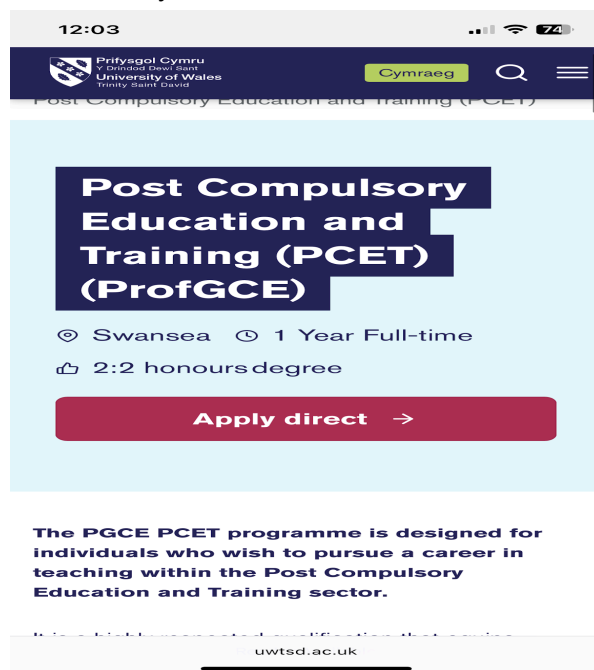


Building a Personal Brand for Sustainable Employment A2

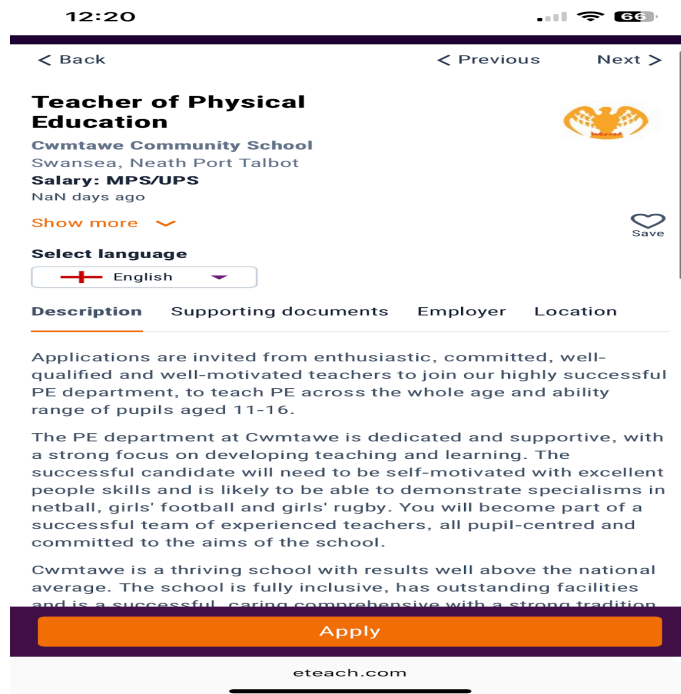
Part 1 - Job search

I am currently in the second year of my three year Sports Management course at the University of Wales Trinity Saint David Swansea campus and am therefore beginning to plan my route from undergraduate to postgraduate where I am starting to weigh up my options for employment, there are a lot of routes which I can potentially go down within the sports sector so I have got a wide range of career opportunities which I could hopefully choose from. I have been looking online at job advertisement sites, local councils and NGBs to enlighten myself on all of the opportunities and there are a number which I could see myself getting a long and enjoyable career within.

The first job which I have always thought I could see myself doing is teaching, I have come to realise there is a strong need for male school teachers and that is something which I have been interested in doing ever since I started my BTEC in college after getting a taste of it when out on work experience in the local schools. Before I can do this, I first will have to graduate and get my degree and then I will need to complete my PGCE. Attached below is the application and a SWOT analysis will follow.



If I am able to complete my PGCE and am presented with the opportunity to pursue a career within teaching, there is an abundance of primary schools within Swansea and surrounding areas which I would hopefully be able to begin my teaching journey at, I have used [eteach.com](https://www.eteach.com) and have found an advert for an opening at Cwmtawe Community School for a PE teacher role, below I will attach the advert and a SWOT analysis will follow.



I have also seen that Superstars, which is an education partner who provide schools with managed education solutions, including teacher releases and programmes in a range of learning areas, they have advertised that as of now they are looking for sports / PE coaches to join their team, this is an avenue which I could potentially go down, not for a long term job but to help me gain experience before finding a full time teaching job if opportunities are limited at the time of me looking.

12:11



Full job description

Job Title: Sports/PE Coach

Location: Primary School based locally within the Vale of Glamorgan

Days: Mon - Thurs Term Time

Wages: £13.52 per hour (plus generous bonuses, paid holiday and travel premium)

Start Date: December 15th 2025 - Term Time with opportunities to work half terms

Application closing date: see advert

Unlock Your Career Potential with SuperStars!

Are you passionate about working with children and eager to turn that passion into a fulfilling career? SuperStars offers an exciting opportunity to kick-start your journey while getting paid and earning valuable credentials along the way.

Why SuperStars?

SuperStars provides a dynamic platform for

 Often responds within 1 day

[Apply now](#)

uk.indeed.com

I have also been considering jobs outside of the school environment but remaining within sport, one which I would also enjoy doing is becoming a personal trainer, I get great pleasure out of helping other people out, so if I could make a living out of doing that then I would have a lot of job satisfaction, although being a personal trainer is not as easy as people would imagine and there is a lot of work that goes into delivering sessions it is a job which you learn a lot while doing, everything you learn is valuable not only to structure your sessions ready to deliver to clients, but also because you educate yourself with all things health and body related which is something that I have always been fascinated by. Many of the local gyms and leisure centres are currently looking for PT's to join their team, but if that was a pathway I wanted to go down there are qualifications which need to be acquired beforehand.

12:06

73

The Gym Group

Personal Trainer- 6,12,18 hour contracts- Swansea

The Gym Group • Swansea • via Glassdoor

🕒 5 days ago 💷 £12.21 an hour 📅 Part-time

🎓 No Degree Mentioned

Apply directly on Glassdoor

Job description

Join The Gym Group – and achieve your Personal Best

Are you a passionate and people-focused Level 3 qualified Personal Trainer looking to build your career in a vibrant, supportive environment? At The Gym Group, we're not just a gym—we're a nationwide community making fitness accessible to all. With over 240 locations across the UK, we lead the way in providing a high value, 24/7 fitness experien...

Show full description ▾

 Report this listing

 More jobs at The Gym Group >

 See web results for The Gym Group >

pt jobs swansea

Another job which I have always been interested in doing is lifeguarding, whether that is pool side at the local leisure centre / pool or within the RNLI. Although the job can be difficult, it is one which can provide you with a lot of opportunities to travel with, which is something that I would be interested in doing if all of my first choice options do not materialise. Again, there are qualifications which need to be acquired beforehand, that is something that I could do alongside another job to allow me the opportunity to pursue a career in the future. Wales National Pool, Swansea are currently advertising a role to join their team.

12:45

FULL TIME SPORTS ASSISTANT

**FULL TIME SPORTS ASSISTANTS/
LIFEGUARDS**

SCP 1-4WNP

£23,557 – £23,846 per annum

37 hours per week

Are you a strong swimmer with a passion for customer service? If so, then Wales National Pool Swansea would love you to come and join our team!

An NPLQ/NARS qualification is required.

You will be required to demonstrate swimming ability and aptitude as part of the interview process.

Benefits of working for Wales National Pool Swansea, the national aquatic centre for Wales, include free gym and swim use, free parking, generous pension scheme and a minimum of 24 annual leave plus bank holidays

[Cookie Settings](#)

swanseabaysportspark.wales

There are also other routes I could take and one which I have always wanted to do and am sure I will do at some point within the next 10 years is completing UEFA license badges, these will present me with a lot more opportunities within the coaching world, although teaching is a job which I would love to do, high end coaching for first team football teams is something which I feel I would get great pleasure out of and a journey which can begin at grassroots and take you all the way up to professional level if you work hard enough and take opportunities which come your way. It is very time consuming and comes at a cost, but if it is a passion then the money and effort should not be a deterrent. Although these are not jobs and I would need to remain in employment whilst doing them, the opportunities they can present in the future are much greater than ones which will arise without.



UEFA A Licence

For experienced coaches aiming to lead professional teams.

- ⚽ High-level performance analysis
- ⚽ Advanced leadership training

[Learn More](#)



UEFA B Licence

Intermediate course for advancing your coaching techniques.

- ⚽ Advanced tactics and match analysis
- ⚽ Squad management skills

[Learn More](#)



UEFA C Licence

Entry-level course covering the fundamentals of coaching.

- ⚽ Player development basics
- ⚽ Team leadership skills
- ⚽ Tactical understanding

[Learn More](#)

Part 2 - SWOT Analysis and GROW model

Job: Teaching

Strengths :

- Strong understanding of sport, physical activity, leadership and organisation
- Knowledge of sport policy, safeguarding and governance relevant to schools
- Transferrable skills in communication, teamwork and leadership

- Experience working within school environments through work experience and placements
- Passion for sport, physical activity and promoting healthy, active lifestyles
- Familiar with planning and delivering inclusive, fun sessions

Weaknesses:

- Limited classroom based experience
- Not a great knowledge of the national curriculum
- Limited experience with formal pupil assessment and reporting
- Will take time as I need to complete my degree and then PGCE

Opportunities:

- Able to gain extra school based experience before hand through volunteering and teacher training
- Using university as a stepping stone and making the most of all the practical sessions we plan and deliver
- Building links with the schools early on through university practicals

Threats:

- Competitive entry to PE teaching courses
- Potential lack of career progression
- Possible lack of funding could make the job more difficult
- Risk of injury making me unable to do my job

Job: Personal Trainer

Strengths:

- Strong personal interest in fitness, health and wellbeing
- High motivation to enter the fitness industry
- Great experience with gym floor as a regular participant
- Good interpersonal skills and communication skills
- Ability to relate to new beginners with their journey
- Adaptable, can work with all types of people and cater to their personal goals
- Passion for helping others grow

Weaknesses:

- Currently hold no qualifications so would take time to get them under my belt
- Would have no credibility compared to other PT's
- Limited experience working 1 to 1 with clients but something I am comfortable doing when I have
- Finding a facility to work from could come at a cost if I am self employed

Opportunities:

- Growing demand for personal training, online coaching and lifestyle support
- Ability to specialise in certain aspects (Strength and Conditioning etc)
- Gaining experience via shadowing or volunteering
- Building a personal brand through social media
- Chances to work abroad

Threats:

- Highly competitive market within the UK
- Cost and time commitment gaining qualifications and insurance
- Risk of injury to myself or clients
- Inconsistent income, especially for new trainers
- Difficult to find gym employment
- Retention of clients

GROW Model

What do you want to do?	What do I have to do?	What support/resources do I need?	How will I measure success?	Target date for review?
I would like to become a qualified personal trainer	In order to do this there are certain qualifications which I will need to achieve	Resources needed for this can be considered to be financial, I will need money to pay for the qualifications unless I am offered by a workplace	Success would be achieved if and when I became qualified	No target date as of yet, weighing up options for post university
I would like teach in primary schools	Complete my degree, do my PGC and gain teacher training alongside	Support from lecturers and resources provided by the university	Success will be measured in stages, completing my degree, being accepted for PGC and then completing it too	Within the next 5 years
UEFA coaching badges	Sign up online when applications are open	Comes at a financial cost but all resources provided. Will need to travel too so would need my car	Upon completion	N/A
Sports Coach	Gain experience beforehand, potentially helping out with grassroots clubs local to me	At a lower level not a lot is needed and you learn on the job, if I wanted to go higher then I would need to gain qualifications but you have to start at the bottom and work up	If I am satisfied with what I am doing then I would be happy to say it is a success	Involvement before finishing my degree to then have a foot in for post degree

Part C: LinkedIn Profile

Enhance cover image



Add verification badge

Prifysgol Cymru Y Drindod Dewi Sant / University of...

Timekeeping



3 educational experiences at Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David and 1 other school



Approachable



3 educational experiences at Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David and 1 other school



Quick Learner



3 educational experiences at Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David and 1 other school



Adaptable



3 educational experiences at Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David and 1 other school



Session delivery



Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David



Session planning



Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David



Planning



Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David



Sports Coaching



Learning Styles



Observation



Communication



Experience



Front of House

The Woodman, Blackpill

Mar 2020 - Present · 5 yrs 10 mos

In this job I am required to work all across the front of house sector, primarily being the barman, it can be difficult on times due to the high volume of custom, especially during the school holidays as we are located right opp ...see more



Front of House

Greene King · Full-time

Mar 2020 - Present · 5 yrs 10 mos

Swansea, Wales, United Kingdom · On-site

♥ Communication, Time Efficiency and +4 skills



Laborer

Gower Green Gardens

Nov 2019 - Sep 2020 · 11 mos

During my time labouring for a local gardener / landscaper I spent my time working as a part of a big team in a renovation project, the job we were given was to transform an old residential nursing home into a property ...see more

Education



Gower College Swansea

Sports Coaching and Development L3, Sports

Sep 2015 - Jul 2017

Grade: Merit

♥ Adaptable and Quick Learner



Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David

Sports Management (BA Hons)

Grade: TBC

♥ Adaptable, Session planning and +3 skills