



thevideoanalyst.com

A beginners guide to

Getting a Performance Analysis Job

Things I want to be when I grow up

1. ~~Superman~~
2. ~~Professional Sportsman~~
3. Professional Sports Coach

Once the dream of being a professional sports star has ended the next best thing is to work in professional sport. Therefore, it is not surprising that the sports job market is getting more and more competitive.

The purpose of this mini eBook is to;

- Outline the 3 types of qualifications you need.
 - Academic Qualifications.
 - Analysis Experience.
 - Sports Qualifications.
- How to separate yourself from the herd.
- Share some final thoughts.

Unfortunately Graduation does not automatically lead to a job.



A lot of people seem to consider academic qualifications as a passport to a job. The real world of sport is a lot more competitive than that. It is important to understand that when you enter the jobs market you are competing with every other graduate that has completed a course similar to yours, not just in the last year, but probably in the last 3 or 4 years.

Are you qualified?

Any job advert will start with a brief description of the job, then tell you the necessary qualifications, followed by the number of years experience you need before you can apply.

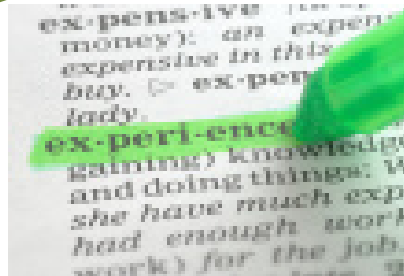
To be a Performance Analyst there are 3 key elements you must bring to your CV.

1



Academic Qualifications

2



Analysis Experience

3



Sports Qualifications



Academic Qualifications

Academic qualifications are an important part of up skilling yourself, and later in life, whether you are in sport or not, having at least an undergraduate degree will allow you explore more opportunities of further education.



Academic Inflation

As the jobs market becomes more competitive, the job you once would have got with a degree you now need a masters for and for the old masters job you now need a PhD.



Academic Qualifications

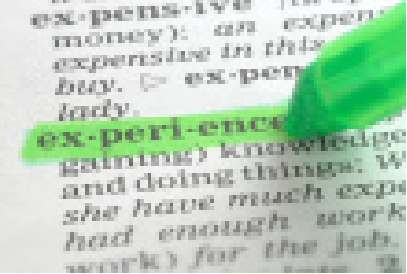
For those finishing/finished their primary degree and looking at a career in Performance Analysis there is only one master's course specializing in Performance Analysis and that is in UWIC University in Cardiff, Wales. This course offers you a good balance of both academic and experiential studies. Their performance lab offers you the chance to try out most of the commercial software packages through their performance analysis suite.



How Specialized How Early?

PA jobs can be few and far between so it is worth considering how specialized you want to get in this area. It might be worth considering a more general MSc in the Sports Science field rather than specifically concentrating on Performance Analysis.

There is no right or wrong answer here, but make yourself as informed as possible



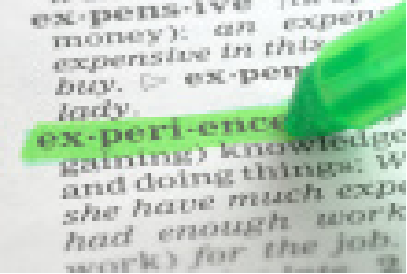
Analysis Experience

Analysis experience offers you the biggest chance to **stand out** from the hundreds of other people looking for similar jobs. In talking to Performance Analysts the world over, most of them at one stage have had to work for free or have started at a very low level before getting into analysis. I know getting experience can be easier said than done but there are a few key things you can do to help yourself along.

Experience Rules Ok!

Good relevant experience will show an eagerness to learn, a willingness to work and will teach you more than any academic situation ever can.





Analysis Experience

Invest in yourself – University fees are expensive and will no doubt leave you with a fair amount of debt after you graduate, but you have to consider that there are other investments you may need to make.



3 Good Investments

1. Training courses outside of university.
2. Use of commercial software packages.
3. Join a professional association.

Analysis Experience

1



Training Courses

2



Software Knowledge

3



Professional Body

Training Course: Universities can sometimes be slow to react to developments that take place in the outside world. By the time you are finishing your degree, remember that your course was likely devised 5/10 years previous. Be willing to look elsewhere for some up to the minute information.

Professional body: Membership may offer you the chance to showcase some of your work as well as network with other analysts in the field.



Software Knowledge

Equipping yourself with a commercial package is something that is really worth considering. At a lower level most clubs will probably spend any money they get on playing staff. (*I know its short term thinking but unfortunately that's how they think*). If you really want to gain experience you may have to invest in supplying some of the equipment yourself.

What type of investment would you need to make?

Laptop: £/€/€ 300/400

Software: Can vary greatly but get in contact with companies and beg them for a student license. Talk to your lecturers, they might be able to cut a deal with the companies on your behalf.



You can also try free tools like iMovie and Windows Movie Maker in the short-term.



Sports Qualifications

Sports experience is about becoming knowledgeable in your sport and not just an armchair fan. The job of a Performance Analyst is about being **more than just a data collector**, the more knowledge you have about the sport the better able you are to do your job.



Get your Coaching Badges

Although you may have little or no intention of becoming a coach it will add greatly to your CV and your ability to do the job. Understanding the terminology, the phrases and the coaching concepts will help you warm quicker to players and coaching staff.



How To Start

Most people will get a list of all the clubs in their area, go to their website, find the analyst and send them an email with their CV attached.

It's ok but you have to consider;

1. How many other people are doing exactly the same thing?
2. How many emails does that analyst get in a day?
3. What makes your email different?





How To Start

A standard resume is given **45 seconds** of attention. There are 3 things you need to consider when trying to be remembered by a potential employer.

1



Video

2



Networking

3



Sharing



How To Start

You are applying for a job as a video/Performance Analyst. Chances are the guy going to hire you likes looking at videos. Why not use your mobile phone to make a quick video introducing yourself and why you think you're right for the job, then upload it to YouTube.

Broadcast yourself is their motto

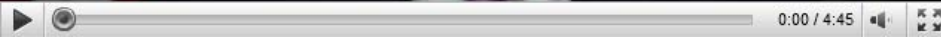


YouTube helped win an American Election

If you're afraid any of your mates will see the video you can always make it private.

Alternatively, presuming you have done some video analysis before, you can upload that to YouTube or Vimeo.

Show off your work!





How To Start

Facebook, LinkedIn, Forums; these are great ways to meet fellow coaches & PA's. The great advantage of these methods is you get over the 'cold call' aspect of those random emails you were sending out before. At least now you have a chance to slowly introduce yourself.

The screenshot shows a Facebook page for 'thevideoanalyst'. The page has a cover photo of a soccer field with a camera on a tripod. The profile picture is a small version of the same image. The page has a bio that reads: 'I know of somebody trying to do a comparison of the 3 'major' video analy One of the companies won't take part. I know it's their right not to - but what type of signal is that'. Below the bio are tabs for Wall, Info, Photos, Discussions, Video, and YouTube. There is a post from 'thevideoanalyst' that says: 'Have made a couple of changes to the site. Interviews are much easier to listen to. It is easier to subscribe so you get the latest blog post to your email. The Forum is now integrated into the site. In general it should allow me update it easier and more regularly. Any feedback at this stage is welcome. www.thevideoanalyst.com'. Below this post is a comment from 'Brendan Turner' that says 'likes this.'. There is also a post from 'thevideoanalyst' that says: 'On A different note I have done a quick review of the Hi-Pod. A camera system for when you don't have any natural height. Has anyone on here actually used one or seen one in operation? Love to know what it's like. You can check out the blog post here: www.thevideoanalyst.com/blog'. The page has a 'Like' button and a 'Share' button. There is also a 'Write a comment...' text box.

Don't Spam – Engage

Instead of coming straight out and asking for a job, join the conversation and contribute to what's going on.

Nobody responds well to cold calling, join the groups and be willing to share your thoughts.



How To Start

To really separate yourself from the rest why not have a mini website/blog. It's free and can take about 5 mins to set up (wordpress.com). You might feel you have nothing to say, but you will find things and sometimes it's about being able to show an employer you made the effort.

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If a picture paints a thousand words imagine what 25 pictures per second can do!

HOME INTERVIEWS ARTICLES ACCREDITATION BLOG FORUM JOBS CONTACT

Notational Analysis is around nearly as long as sport is. Most people will be familiar with a standard notational analysis sheet. Obviously for each sport it will change, but the basic idea is very simple.

#	Player Name	Shot On Target	Shot Off Target	Poor Pass	Good Cross	Bad Cross
1	John	1111		11		
2	Paul		1111	1	1	
3	Mark				1111	
4	Tom	111		11111		1

This is a very simple example but there are plenty of good examples on the net and I will be posting some of my own up here very shortly.

What I wanted to show you today is something called a Schematic. – Basically it is a map of the pitch (any sport) and instead of just a table of figures you begin to paint a picture of what happened during the game. Watch the video to see how I create mine. You might have different methods so feel free to share.

I used soccer for my example but it will work equally well for any sport.

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thevideoanalyst has 109 fans

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Guest blog

If you don't feel up to starting something yourself, websites (this one included) and coaching forums are always looking for contributors, so don't be afraid to contact them with an article idea or even better one already finished and see will they publish it. Then make sure to include links to the articles in any CV you do.

Final Thoughts

Remember that it is a competitive market out there and you need to find ways to separate yourself from the pack. An academic qualification is only one part of the process, understanding your sport, understanding technology and having a track record of experience are all vital to winning the jobs race.

Work Hard & Get Lucky

Above all else, be willing to work hard and in the right circumstances for free.

If Performance Analysis is something you are determined to do stick at it until you have exhausted all possibilities.



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About the Author

Rob Carroll is the founder of the website thevideoanalyst.com, a site dedicated to bringing you a wealth of information in the area of video & performance analysis in sport. Rob has worked in the area of performance analysis for the last 9 years and has worked across many different sports and in many different environments. He currently (nearly) holds an MSc in Performance Analysis from UWIC University in Cardiff.

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