

CareerCompass Report

Personalised career analysis based on your CV.

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SECTION A — Candidate Overview

1. Candidate Snapshot

Charlie Webb is a soon-to-be graduate (2025) with a BA (Hons) in Football Business and Finance from UCFB, combining academic knowledge with practical experience in customer service, site operations, and entry-level accounting. Charlie has developed leadership skills through sports and runs an online reselling business, showing entrepreneurial spirit and financial awareness. Their experience spans event customer engagement at Wembley Stadium, site assistance, and accounts trainee work with Xero certification.

- Location: Brighton and Hove / North London
- Seniority: Soon-to-be graduate / early career (0–1 year relevant finance experience)
- Core fields: Football business, finance, customer service, operations support
- Non-elite university (UCFB), practical work experience alongside studies
- Strong mix of customer-facing roles and basic finance/accounting skills
- No traditional graduate scheme yet; normal and common for many early careers

2. Suitable Roles

- **Accounts Assistant / Junior Finance Administrator** – Fits well with current trainee experience using Xero and financial record-keeping. Many SMEs and sports-related businesses need reliable support staff who understand finance basics.
- **Operations Coordinator / Event Operations Support** – Leveraging experience at Wembley Stadium and site assistance, this role suits candidates who can manage logistics, vendor liaison, and customer-facing operations in sports venues or events companies.
- **Customer Success / Client Services Associate (Sports or Finance Sector)** – A non-obvious but realistic route that builds on customer service and communication skills, helping clients use products or services effectively, often in fintech or sports tech startups.
- **Sports Administration Assistant / Football Club Operations Support** – A stepping-stone role within the football industry that combines business knowledge with operational tasks, ideal for building a network in sports management.
- **Junior Payroll or Bookkeeping Assistant** – Supported by Xero payroll and tax certifications, this role offers a practical finance entry point, especially in small businesses or agencies.
- **Sales Support / Commercial Assistant in Sports Retail or Agencies** – Uses customer service and reselling business experience to support sales teams, often overlooked but valuable for gaining commercial insight.

Insider note: Hiring managers for these roles often prioritise candidates who demonstrate reliability, clear communication, and a willingness to learn over perfect academic pedigree. Showing practical experience with tools like Xero and examples of problem-solving in fast-paced environments can set you apart.

3. Strengths

- **Practical finance experience:** Hands-on use of Xero for accounting, payroll, and tax tasks. Frame this as a readiness to support finance teams immediately.
- **Customer service and communication:** Experience at Wembley Stadium and leisure centres shows ability to handle pressure and diverse customer needs, valuable in many client-facing roles.
- **Leadership and teamwork:** Captaining football teams and coaching demonstrates leadership, resilience, and collaboration skills—important beyond sports.
- **Entrepreneurial mindset:** Running an online reselling business highlights initiative, financial awareness, and problem-solving, which many employers value.
- **Time management and adaptability:** Balancing studies, work, and volunteering shows strong organisational skills and the ability to manage competing priorities.

4. Skill Gaps & What to Learn

- **Advanced Excel skills:** Move beyond basics to pivot tables, VLOOKUP, and simple macros to boost finance and operations roles. Use free tutorials or Excel-focused courses.
- **Basic financial modelling and reporting:** Learn how to build simple budgets or forecasts, which can be practiced with Excel or Google Sheets projects.
- **Project or operations management fundamentals:** Explore introductory courses or certifications (e.g. PRINCE2 Foundation, Agile basics) to strengthen coordination skills.
- **Build a small portfolio project:** For example, create a mock monthly financial report or event operations plan to showcase practical skills during interviews.
- **Networking:** Speak to 2–3 professionals working in football operations, finance teams, or customer success to understand day-to-day challenges and how they entered their roles.
- **Digital tools exposure:** Familiarise yourself with CRM software (e.g. Salesforce basics) or other common business tools to widen your appeal.

SECTION B — Candidate → Hired

5. Salary Expectations

Based on aggregated UK salary data (Glassdoor, ONS) for entry-level roles outside formal graduate schemes:

- **Accounts Assistant / Junior Finance Administrator:** £18,000–£23,000 per year (regional variation: London higher, smaller cities lower)
- **Operations Coordinator / Event Support:** £19,000–£24,000 per year
- **Customer Success Associate:** £20,000–£25,000 per year

Career progression (3–7 years):

- Finance Officer / Accounts Executive (£25,000–£32,000 typical; up to £38,000 with strong performance)
- Operations Manager / Event Manager (£28,000–£35,000; up to £40,000+ in sports/event firms)
- Client Services Manager / Customer Success Manager (£30,000–£38,000; ambitious performers can reach £45,000+)
- Sports Business Analyst / Football Operations Coordinator (£28,000–£36,000; niche but growing roles)

Insider tips on compensation:

- Early-career pay outside grad schemes often grows steadily with demonstrated responsibility and skill, sometimes faster than in large corporates.
- Avoid undervaluing yourself in first offers; ask about training, progression, and benefits rather than just salary.
- Consider total opportunity: a supportive manager and varied tasks can be more valuable long-term than a slightly higher starting salary.

6. Companies Hiring / Employer Types

- Small and mid-sized businesses in sports retail, local football clubs, and sports event companies needing finance and operations support.
- Agencies and consultancies specialising in sports marketing, event management, or financial services.
- Startups and scale-ups in sports tech, fintech, or e-commerce where broad skills and adaptability are prized.
- Public sector or non-profits linked to sports development or community engagement.
- Local firms and regional employers offering roles in accounts, operations, or customer service.
- Look for teams named “Finance Operations,” “Customer Success,” “Event Coordination,” or “Commercial Support.”
- Good early-career employers provide clear role descriptions, mentoring, and opportunities to learn on the job. Avoid roles with vague responsibilities, no training, or high turnover.

7. 90-Day Action Plan

Days 1–30: Foundation

- Update CV and LinkedIn to highlight Xero experience, customer service, and leadership in sports.
- Complete an advanced Excel tutorial focusing on finance-related functions.
- Identify and reach out to 5 alumni or professionals in football business, finance, or operations for informational interviews.
- Research 10 companies in sports, finance, or events sectors and note entry-level roles.
- Start a small project: prepare a sample monthly financial report or event plan to discuss in interviews.

Days 31–60: Execution

- Apply to 10–15 roles aligned with suitable positions, tailoring applications to each employer.
- Attend at least one local or virtual networking event related to sports business or finance.
- Volunteer or offer freelance support to a local sports club or small business with bookkeeping or operations.
- Follow up with contacts from informational interviews and ask for referrals or advice on openings.
- Learn basics of CRM or project management tools relevant to target roles.

Days 61–90: Optimisation

- Review feedback from applications and interviews; refine CV and cover letter accordingly.
- Expand networking to include recruiters who place junior finance or operations staff.
- Consider short courses or certifications in project management or financial analysis if gaps remain.
- Prepare answers for common interview questions focusing on problem-solving, teamwork, and adaptability.
- Continue building your portfolio with any new projects or volunteering outcomes.

SECTION C — Job Search Resources

8. Professional Summary (CV & LinkedIn Ready)

Motivated soon-to-be graduate with a BA (Hons) in Football Business and Finance, combining practical experience in accounting, customer service, and event operations. Proficient in Xero and financial record-keeping, with strong leadership and communication skills developed through sports and entrepreneurial activities. Seeking early-career roles in finance, operations, or sports business where I can contribute effectively and continue learning outside traditional graduate schemes.

9. Cover Letter Opening Paragraph

I am a final-year Football Business and Finance student with hands-on experience supporting accounting operations using Xero and delivering excellent customer service in fast-paced environments like Wembley Stadium. My background has equipped me with strong organisational and communication skills, and I am eager to apply these in a junior finance or operations role where I can support smooth day-to-day processes and contribute to team success. I understand the importance of accuracy and responsiveness in supporting month-end reporting and event operations, and I am ready to bring a proactive and reliable approach to your team.

10. Job Search Tips

- Use LinkedIn to connect with alumni from UCFB and professionals in football business, finance, and operations; personalise messages with specific questions about their roles.
- Highlight your Xero certifications and practical finance experience early in applications to stand out from candidates with only academic knowledge.
- Frame customer service and leadership roles as evidence of your ability to manage pressure, communicate clearly, and work collaboratively.
- Apply to smaller firms, local sports clubs, and startups where competition is lower and responsibility can come faster than in large corporates.
- Prepare a short portfolio or case study (e.g. a financial report or event plan) to discuss in interviews, showing practical skills beyond your CV.
- When networking, ask about “day-to-day challenges” and “what skills helped you succeed early on” to get useful insider insights.
- Don’t overlook roles titled “operations support,” “customer success,” or “commercial assistant” as these often lead to strong career paths and valuable experience.

This report is indicative and based on typical labour-market patterns, not guaranteed outcomes.