

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 assistance, and accounting. Alongside studies, Charlie has developed leadership skills through sports and runs an online reselling business, showing entrepreneurial initiative and financial awareness. Location is Brighton and Hove / North London, with early-career experience in finance and event operations.

- Location: Brighton and Hove / North London
- Seniority: Entry-level / soon-to-be graduate
- Core fields: Football business, finance, customer service, site operations
- Non-elite university (UCFB, specialised sports business focus)
- Additional certifications in Xero accounting software and football agency
- Experience balancing study, work, and entrepreneurship

Not having a traditional grad scheme or elite university background is common and does not limit strong career starts, especially when combining practical skills and proactive learning.

2. Suitable Roles

- **Accounts Assistant / Junior Finance Officer**
Charlie's Xero certifications and trainee experience make this a natural fit, allowing entry into finance teams without requiring formal grad schemes.
- **Operations Coordinator / Event Operations Support**
Experience at Wembley Stadium and site assistance roles provide a solid foundation for operational roles in sports venues, events, or corporate settings.
- **Customer Success / Client Services Representative (Non-obvious but realistic route)**
Strong customer service skills and communication can translate well into client-facing roles in tech, sports agencies, or finance firms, often overlooked by graduates focused on traditional finance roles.
- **Football Agency Assistant / Sports Management Support (Stepping-stone role)**
With a Level 2 Football Agency qualification and football business degree, this role offers a pathway into sports management and agency work.
- **Small Business Finance Support / Bookkeeping**
Leveraging Xero skills and reselling business experience, Charlie could support local SMEs or startups with bookkeeping and financial admin.

Insider note: Hiring managers for these roles often prioritise demonstrated reliability, practical software skills (like Xero), and customer-facing experience over prestigious degrees. Showing proactive learning and real-world application (e.g., running a reselling business) stands out.

3. Strengths

- **Practical financial software skills:** Xero certifications and hands-on accounting trainee experience can be confidently presented as ready-to-contribute skills.
- **Customer service and communication:** Experience at Wembley Stadium and Wave Leisure shows ability to handle fast-paced environments and diverse client needs, valued in many sectors.
- **Leadership and teamwork:** Captaining football teams and coaching roles demonstrate leadership and resilience, which can be framed as transferable to workplace collaboration.
- **Entrepreneurial mindset:** Running an online reselling business highlights problem-solving, financial awareness, and initiative—qualities SMEs and startups appreciate.
- **Time management and reliability:** Balancing study, work, and volunteering reflects strong organisational skills and commitment.

In interviews, Charlie can confidently link these strengths to real examples, showing readiness to handle responsibility and learn on the job.

4. Skill Gaps & What to Learn

- **Broader accounting knowledge:** Build on Xero skills with basic financial modelling and Excel functions (pivot tables, VLOOKUP) to increase versatility.
- **Data analysis basics:** Learn introductory SQL or data visualization tools (e.g., Tableau, Power BI) to enhance finance or operations roles.
- **Project management fundamentals:** Explore basics of project coordination (e.g., Agile principles, MS Project) to strengthen operations-related roles.
- **Portfolio project:** Create a small case study or portfolio piece showing financial record-keeping or event operations improvements, possibly by volunteering with a local charity or sports club.
- **Networking:** Speak to 2–3 professionals working in sports finance, event operations, or small business bookkeeping to understand day-to-day challenges and career paths.

SECTION B — Candidate → Hired

5. Salary Expectations

Based on aggregated UK salary data for entry-level roles outside formal grad schemes:

- **Accounts Assistant / Junior Finance Officer:** £18,000–£24,000 per year (Brighton/London area tends toward upper half).
- **Operations Coordinator / Event Support:** £18,000–£22,000 per year.
- **Customer Success / Client Services:** £20,000–£25,000 per year.
- **Football Agency Assistant:** £18,000–£23,000 per year.

Career progression (3–7 years):

- Finance roles: Progress to Finance Analyst / Accounts Executive (£28,000–£35,000 typical; ambitious £38,000+ with strong performance).
- Operations: Move into Operations Lead or Event Manager roles (£28,000–£35,000; ambitious £40,000+ in London).
- Customer Success: Advance to Account Manager or Customer Success Manager (£30,000–£38,000; ambitious £42,000+).
- Sports management: From agency assistant to Junior Agent or Sports Coordinator (£25,000–£32,000; ambitious £35,000+).

Insider tips on compensation:

- Early-career pay often grows steadily with demonstrated impact rather than initial salary negotiation; focus on gaining skills and responsibility first.
- Avoid underselling yourself in first offers—know typical ranges but prioritise roles offering learning and exposure.
- Consider total opportunity: good managers, training, and career progression often outweigh small starting salary differences.

6. Companies Hiring / Employer Types

- Small and medium-sized businesses needing finance and operations support, especially local sports clubs, leisure centres, or retail businesses.
- Sports agencies and football clubs with entry-level roles in agency support, operations, or finance.
- Event management companies and stadiums offering operational roles.
- Startups and scale-ups in sports tech, fintech, or e-commerce where multi-tasking and practical skills are valued.
- Public sector or non-profits with sports or community engagement functions.
- Grad schemes may be less accessible but can be targeted selectively in smaller firms or regional businesses with less competition.
- **Look for employers offering:** clear role definitions, mentoring, exposure to multiple functions, and stable working hours.
- **Red flags to avoid:** no formal onboarding, high staff turnover, vague job descriptions, or roles described as “all things to all people” without support.

7. 90-Day Action Plan

Days 1–30 (Foundation)

- Update CV and LinkedIn to highlight Xero certifications, customer service, and leadership experience clearly.
- Identify 10 target employers in sports finance, event operations, and SME bookkeeping.
- Reach out to 5 alumni or LinkedIn contacts working in relevant roles for informational interviews.
- Start a basic Excel course focused on finance functions and data analysis.
- Volunteer with a local sports club or charity to assist with bookkeeping or event support.

Days 31–60 (Execution)

- Apply to 15–20 roles, tailoring applications to highlight practical skills and proactive learning.
- Develop a portfolio piece documenting a small financial or operational improvement project.
- Attend at least one local networking event or online meetup related to sports business or finance.
- Speak to 2–3 professionals specifically about career progression and daily tasks in football agency or operations roles.

- Practice interview questions focusing on problem-solving, teamwork, and handling fast-paced environments.

Days 61–90 (Optimisation)

- Review feedback from applications and interviews; refine CV and cover letter accordingly.
- Expand network by connecting with recruiters specialising in finance and sports business roles.
- Consider short freelance or part-time bookkeeping or admin roles to build experience.
- Explore entry-level project management tools and principles to add to skillset.
- Prepare thoughtful questions for interviews about team dynamics, training, and growth opportunities.

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, complemented by practical experience in accounting, customer service, and event operations. Certified in Xero accounting software and skilled in financial record-keeping, leadership, and problem-solving. Eager to contribute to dynamic finance or operations teams, with a particular interest in sports business and SME environments. Open to practical, hands-on roles beyond 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 and event-day customer service at Wembley Stadium. My recent Xero certifications and accounts trainee role have equipped me to contribute effectively to finance teams, while my background in sports leadership and customer engagement aligns well with roles supporting smooth operational workflows. I am keen to bring my proactive attitude and practical skills to a role where I can learn quickly and support key business functions from day one.

10. Job Search Tips

- Use LinkedIn to connect with professionals in sports finance, event operations, and SME bookkeeping; send short, personalised messages referencing shared interests or backgrounds.
- Highlight non-prestigious experience like stadium customer service and online reselling as evidence of reliability, communication, and financial awareness.
- Include a portfolio or case study in applications showing a concrete example of financial or operational problem-solving, even if from volunteering or personal projects.
- Apply widely to smaller firms, startups, and local businesses where competition is lower and practical skills are highly valued.
- Prepare for interviews by practicing STAR (Situation, Task, Action, Result) stories focused on teamwork, leadership, and adaptability.
- Attend local or virtual meetups related to sports business or finance to build contacts and learn about unadvertised roles.
- Consider reaching out to recruiters who specialise in junior finance or sports business roles for advice and potential opportunities.