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Summary
version

Sportsmith

WOMEN'S FOOTBALL PERFORMANCE STAFF SURVEY

A survey of strength and conditioning coaches, sports scientists and rehabilitation coaches working in women's football to better understand the demographics and salaries of these practitioners.

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Hello and Welcome



This women's football report is the sixth in this series after we dived into the salaries and working conditions of strength and conditioning coaches and sports scientists in English academy football, British senior men's football, rugby league and rugby union and Major League Soccer (MLS).

The first of these reports was published in 2020 and there has been growing interest from practitioners to see the data within them. We are pleased to report that we have had contact with coaches all over the world who have used this data to negotiate pay rises or inform them of average salaries within a particular league so they could negotiate a better starting salary.

However, despite the increase in emphasis on work-life balance, we are still seeing practitioners regularly working up to 80 hours per week. 21 % of respondents within this survey said they were working between 60-80 hours. Will this ever be managed or is it something that we all have to accept and you're either in or out?

52 strength and conditioning coaches and sports scientists filled in the survey which led to this report. All were full time members of staff. It is thanks to those practitioners that we are able to present the data in this report. Many shared it with colleagues to allow us to gain a large enough number of respondents to give us a really clear insight into what life is like out there for these individuals.

This report would not have been possible without the knowledge and expertise of Dr. Shaun McLaren.

I hope this information leads to increased transparency within our industry and makes its way out of the echo chamber and into the hands of those who can help the welfare of practitioners in women's football across the world.

REPORT SUMMARY

- 27% of respondents were women.
- 83% of respondents classified themselves as of white ethnicity.
- 76% of respondents are under the age of 35.
- 85% of respondents have completed a Masters degree or Doctoral degree.
- 75% of respondents worked at a club based in England.
- 58% of respondents completed 2 or more internships before they commenced their first paid role.
- 29% of respondents gained their current position via a recommendation (no publicly available job advert).
- 66% of respondents had 6 years or less experience working in sport.
- 75% of respondents work between 40 and 60 hours per week.
- 31% of respondents are not accredited with any awarding body.
- The average median salary of all respondents is £32,1k.
- The average median contracted hourly rate of all respondents is £16.80 per hour.
- The average median hourly rate based on self-reported hours is £12.90 per hour.
- On average (median), those with a Bachelors degree as their highest level of education were paid £76.9k compared to those that had a Masters and Doctoral degree who on average were paid £30.4k and £39.3k respectively.
- On average (median), those working in England were paid £30k while those in the US were paid £62,6k.

THE STAFF

The next two pages detail the demographics of those that answered the survey. Information on practitioner age, gender, job title, number of internships, education, years experience and accreditations and hours worked in a typical week is all detailed here.

Unlike English academy football, British senior football and the MLS, female staff make up more than 4% of the workforce. In women's football, 27% of respondents were female. Diversity within women's football in England and the US also seems to be markedly different with 83% of respondents identifying as "white" compared to 92% in English academy football.

One thing that is consistent across all Sportsmith surveys is that a large percentage of respondents have undertaken 2+ internships prior to getting a full time role. But unlike senior male sport, 35% of respondents gained their job from a "applying for a publicly available job advert". This is compared to the MLS where that number was 7%.

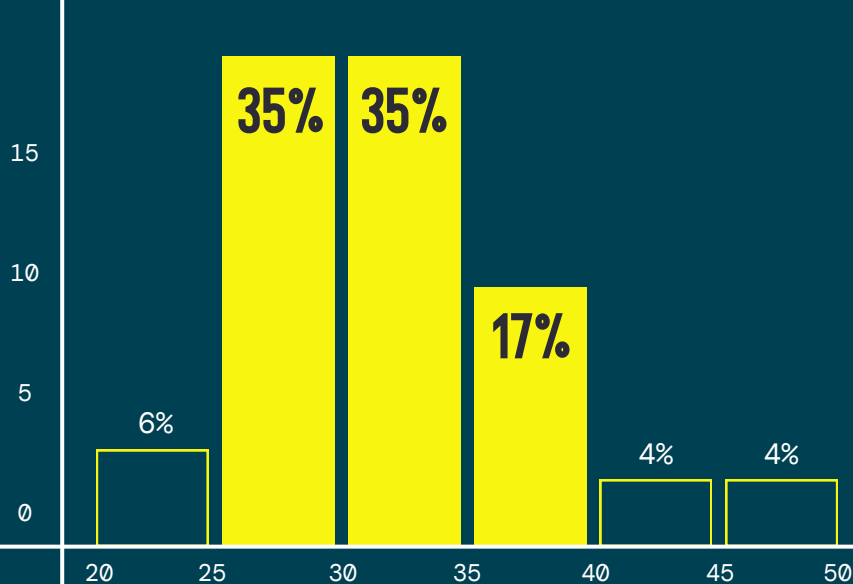
The average (mean) salary for someone working in women's football is £37,4k when it's £28.9k in English academy football £57.7k in the MLS.



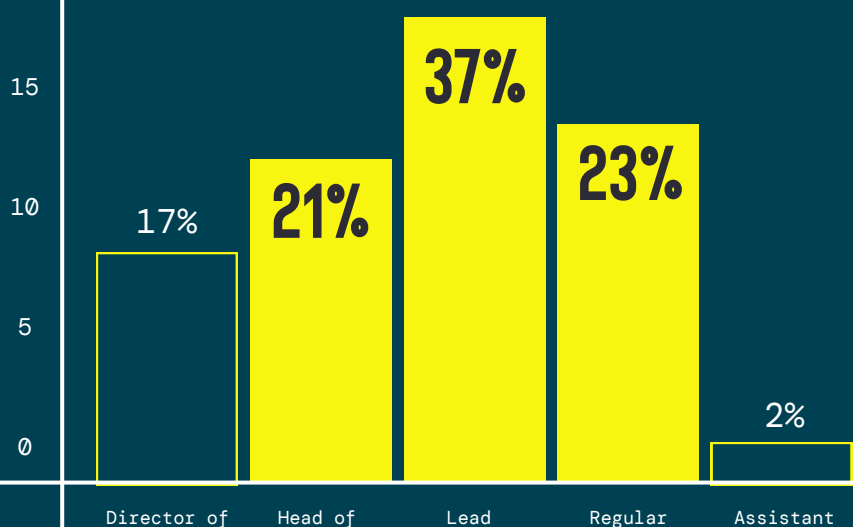
66%

of respondents had less than 6 years experience working in sport

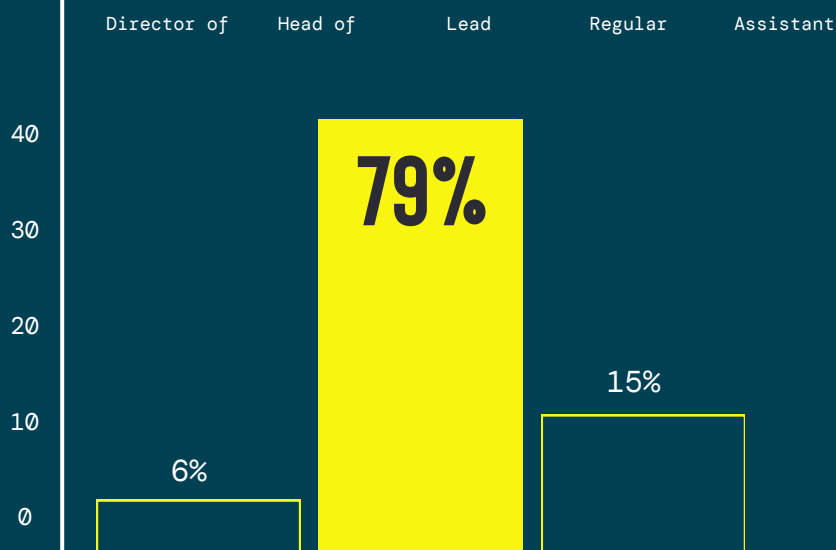
Practitioner Age



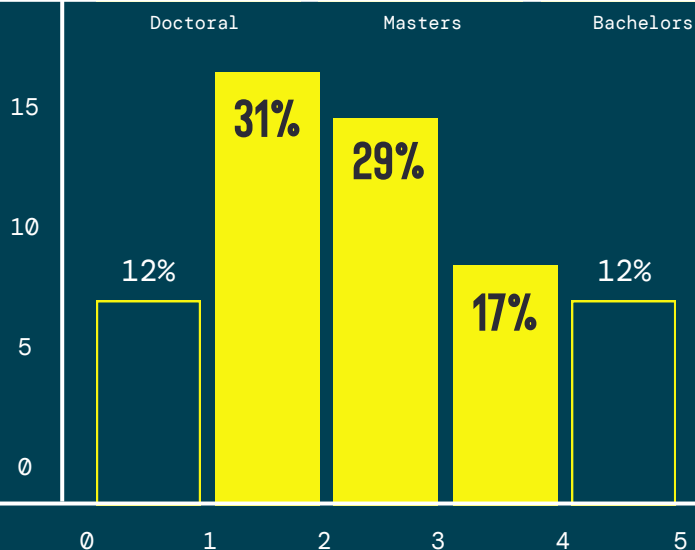
Job Title

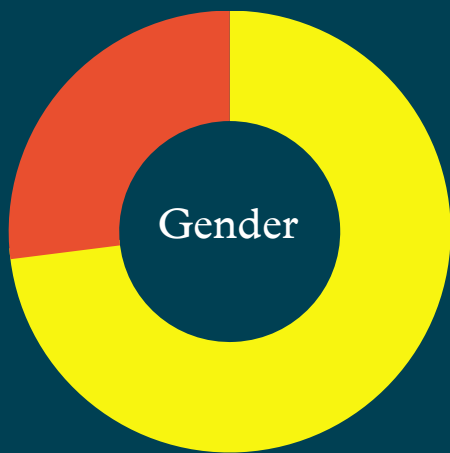


Education



Internships Prior to Paid Role

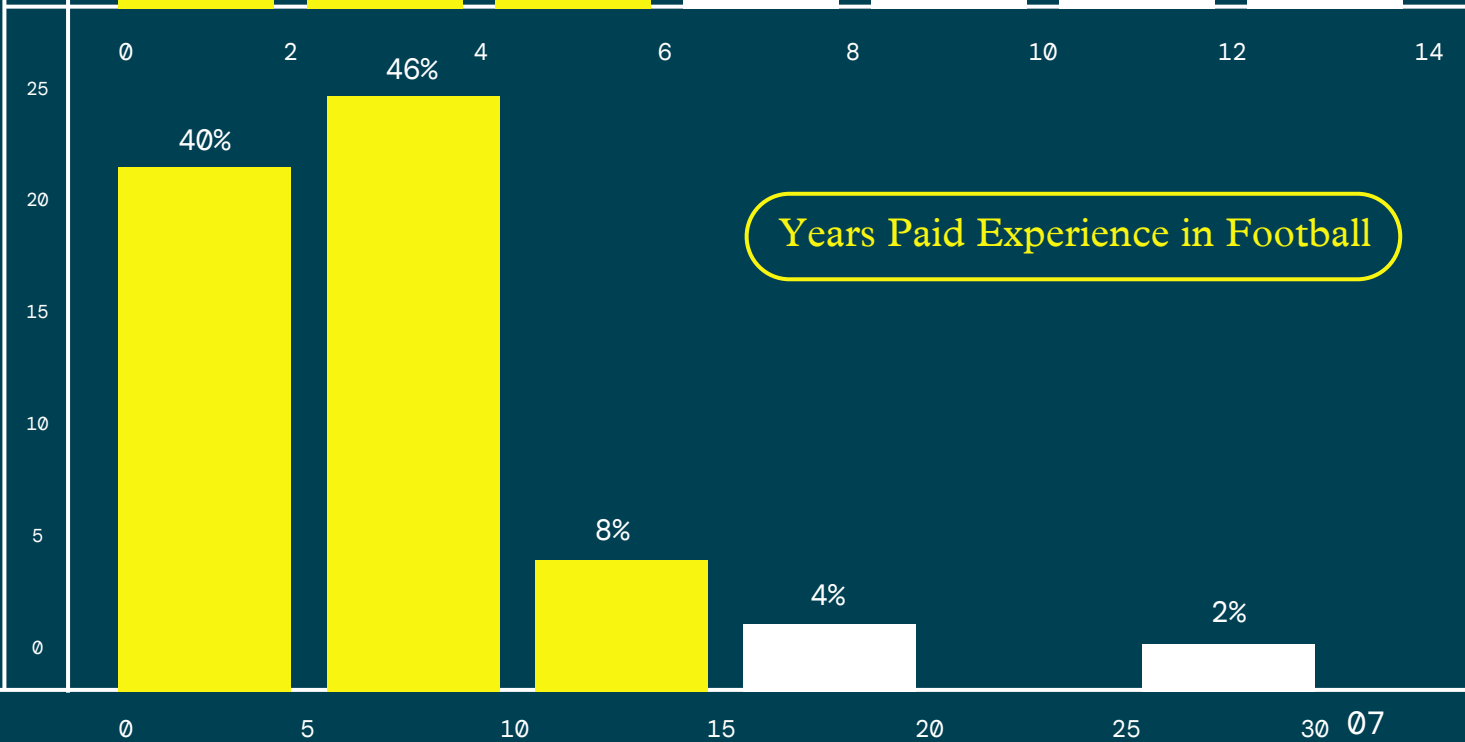
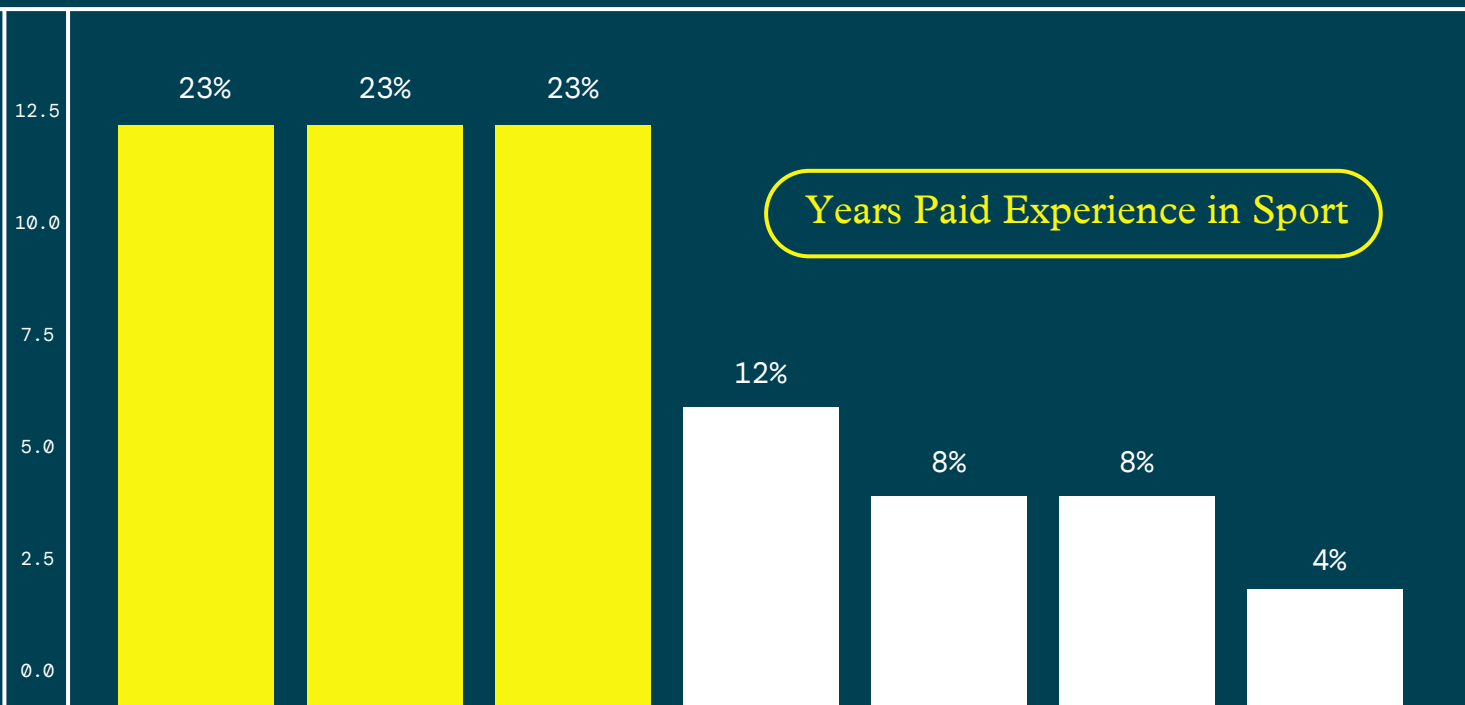


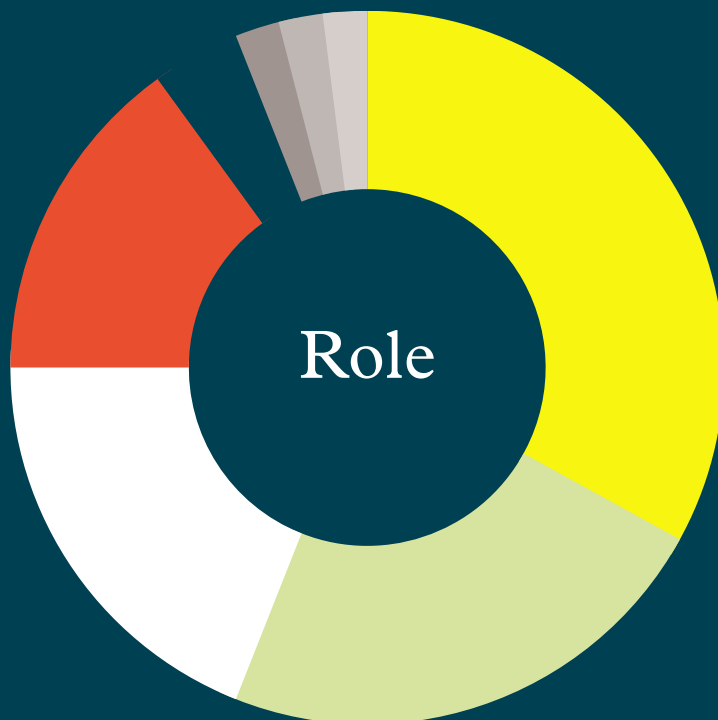


73% Male
27% Female

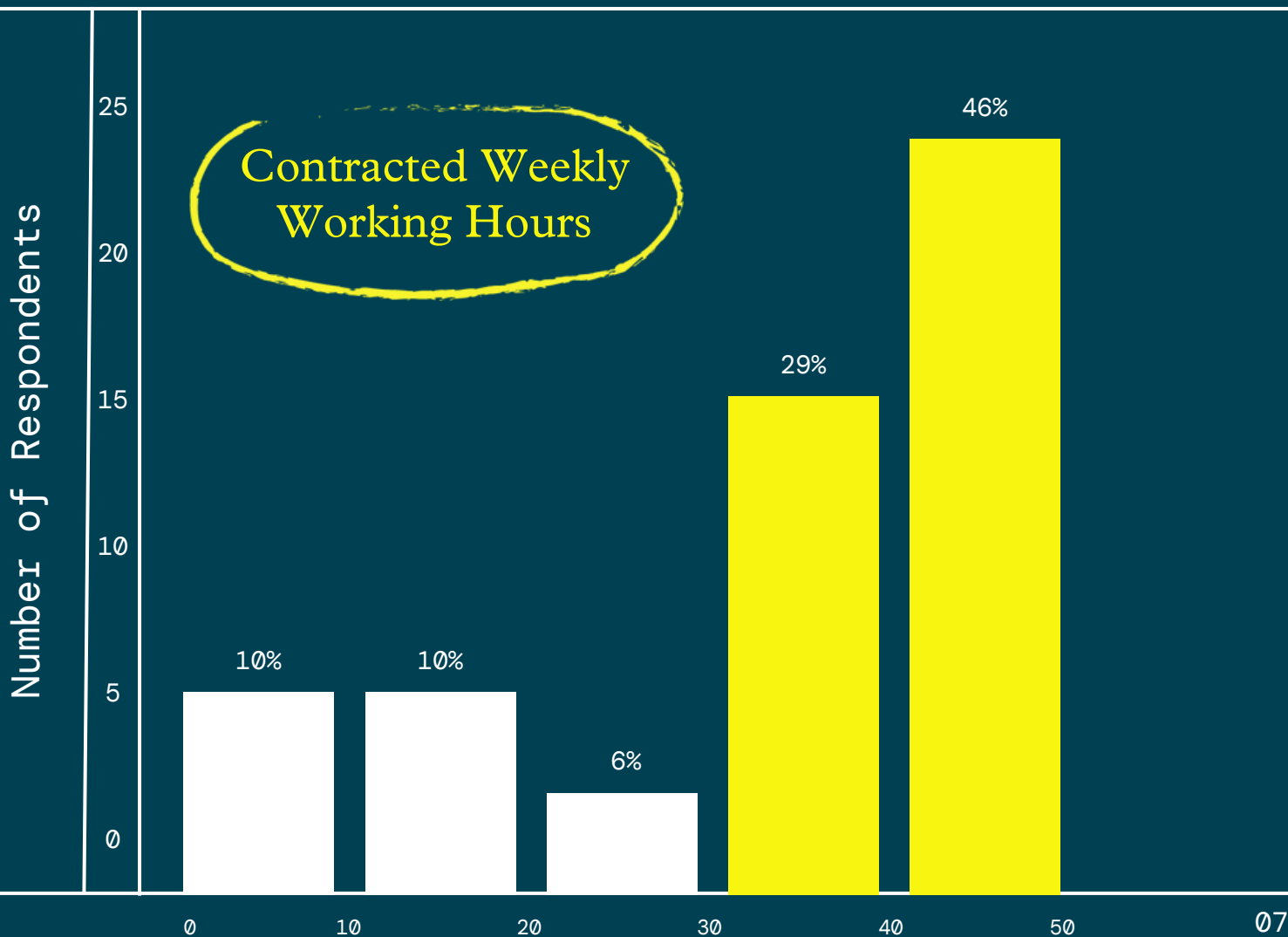
83% White
13% Mixed/ Multiple ethnic groups
2% Latina
2% Black/African/Caribbean/ Black British

Number of Respondents





Contracted Weekly Working Hours



Self-reported Weekly Working Hours

No. of Respondents

20

10

0

0

20

40

60

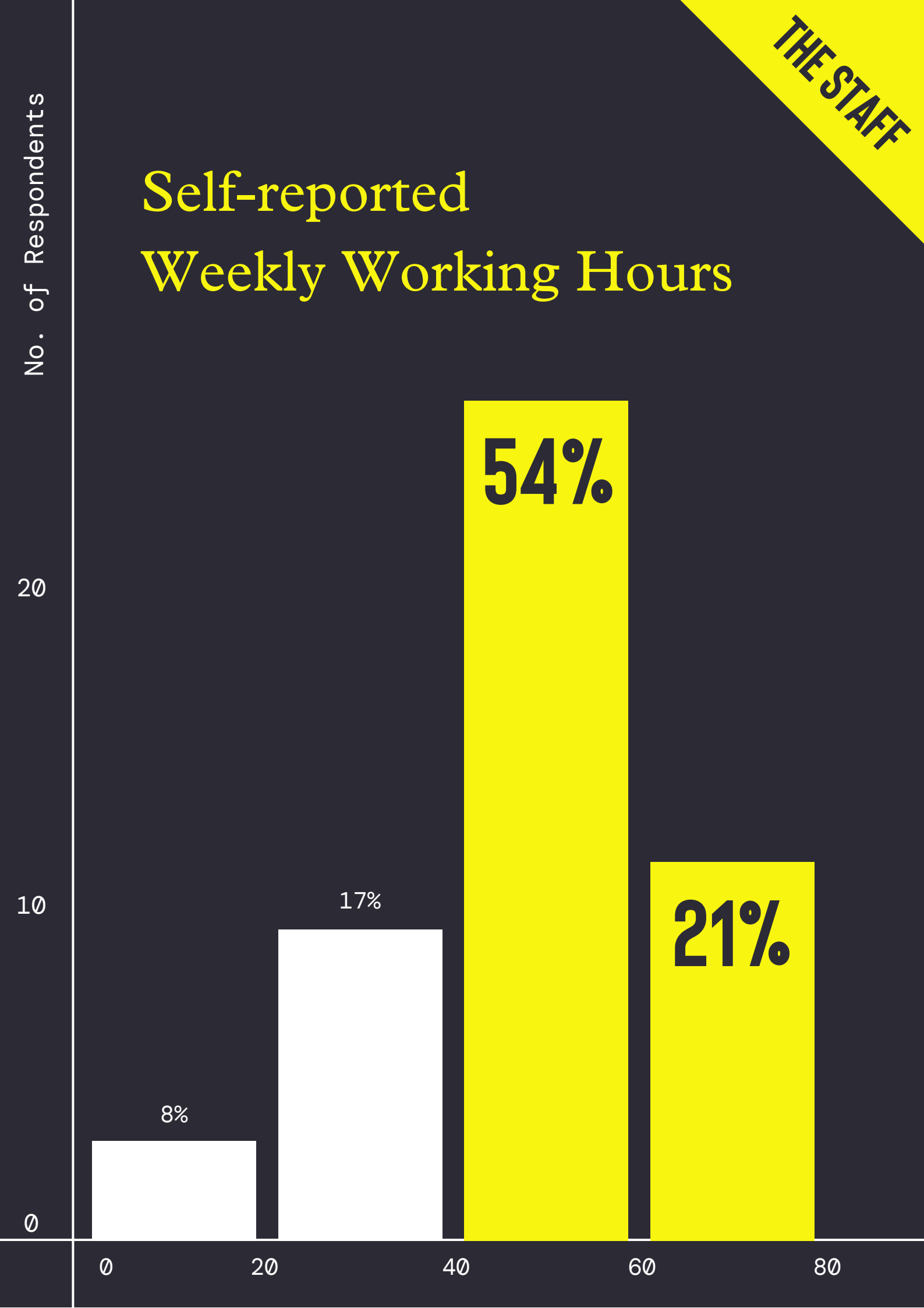
80

8%

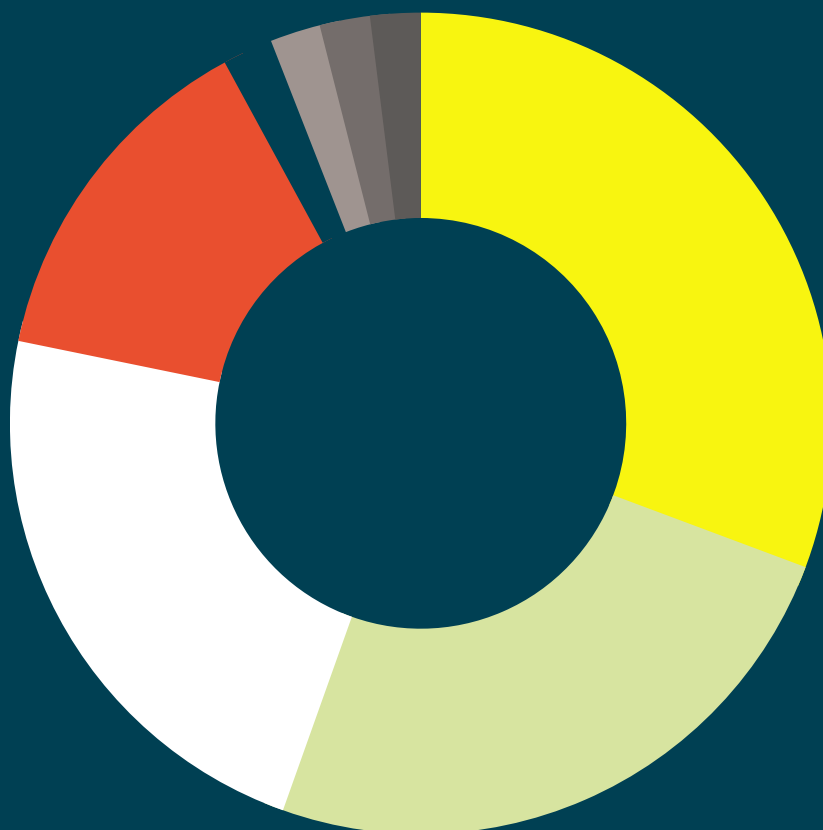
17%

54%

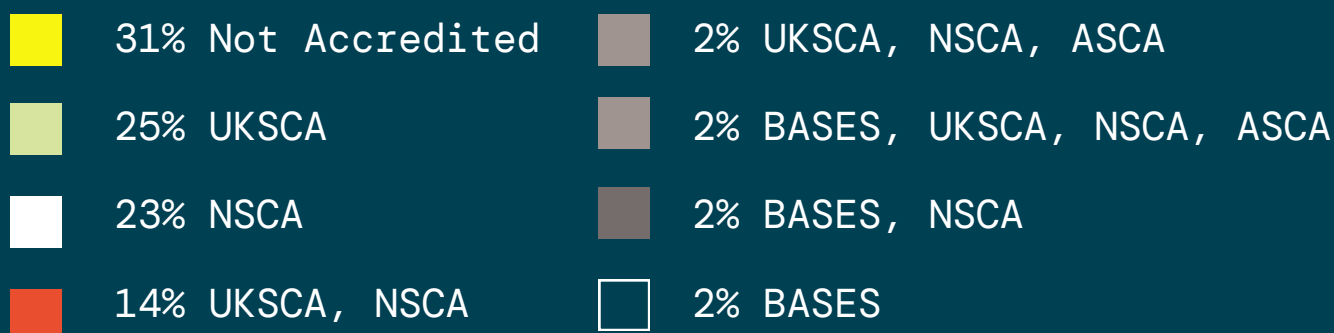
21%



Accreditation



Accreditations Held



THE CLUB

This section of the report shows who the practitioners who responded to the survey are working with. Are they working with senior players, 6-16s, 17-18s or 19-23s? Do the practitioners work in England or the US, and which league within the respective countries do their clubs play in?

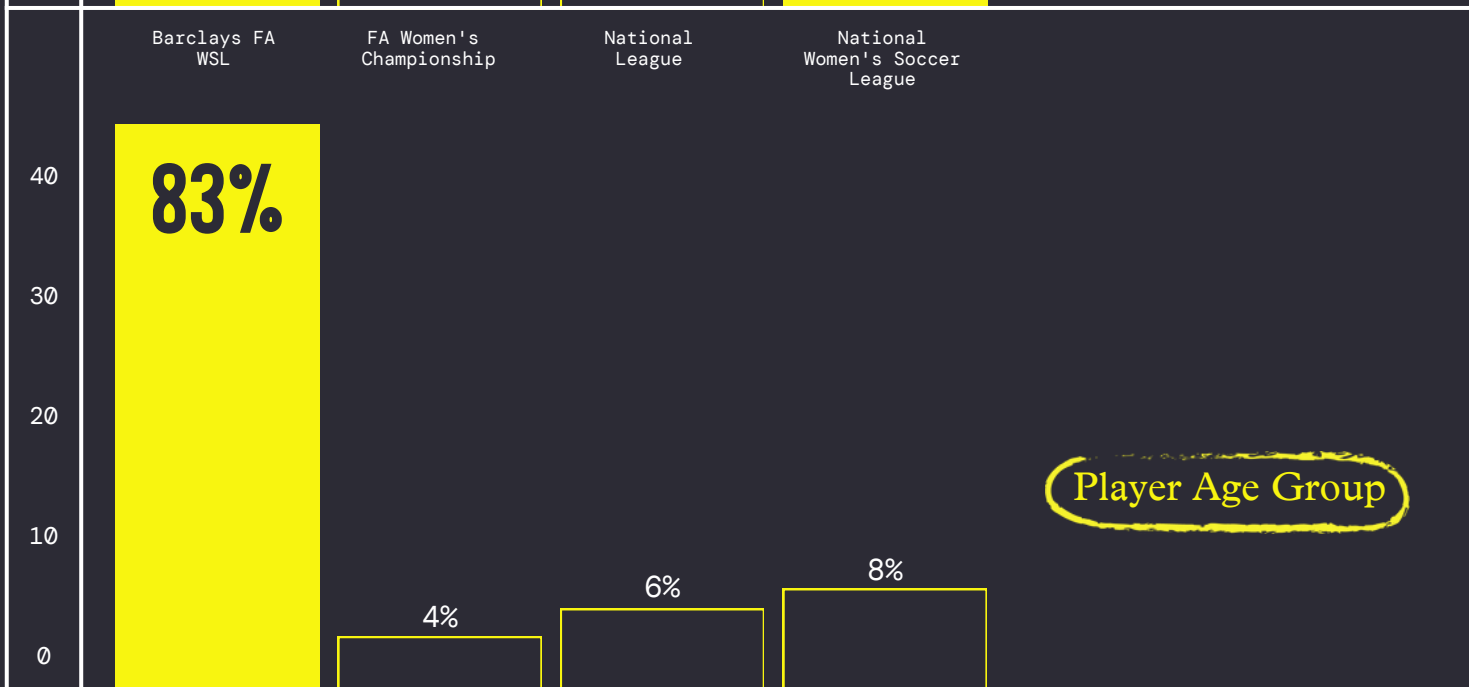
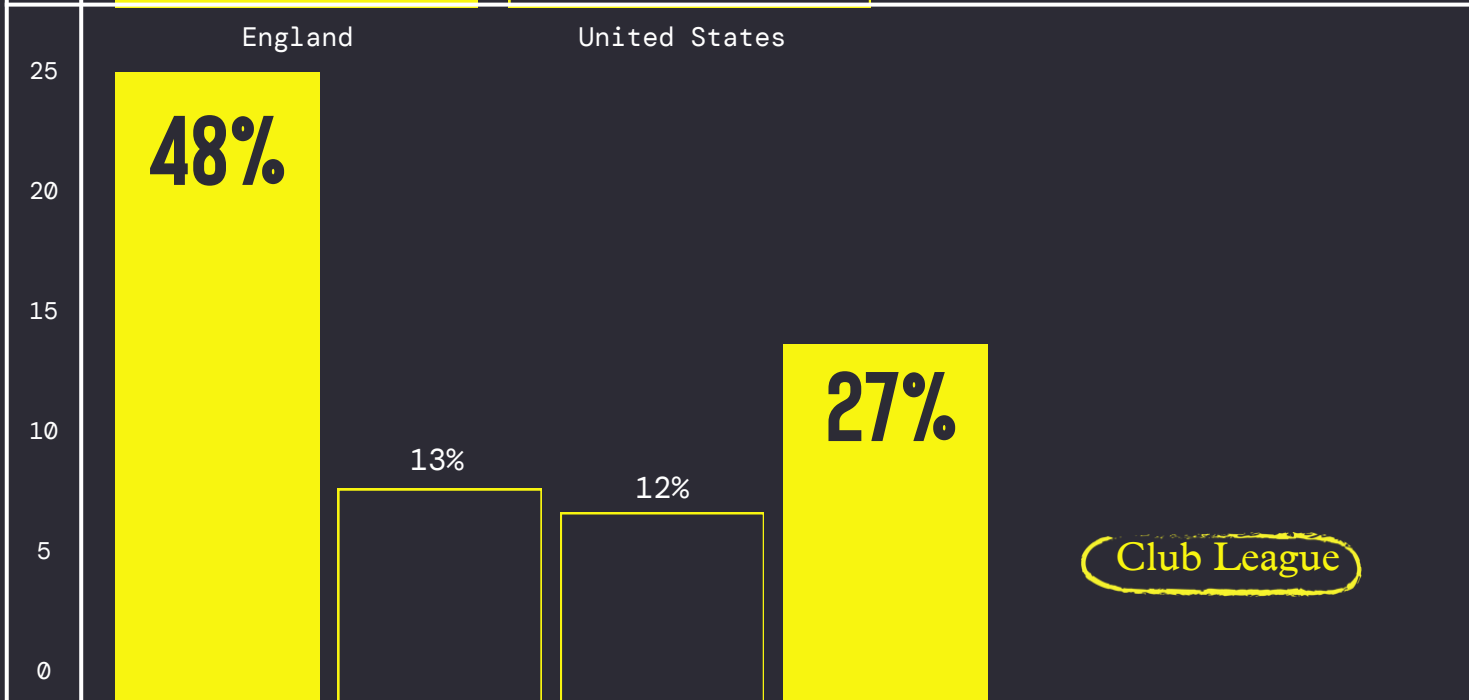
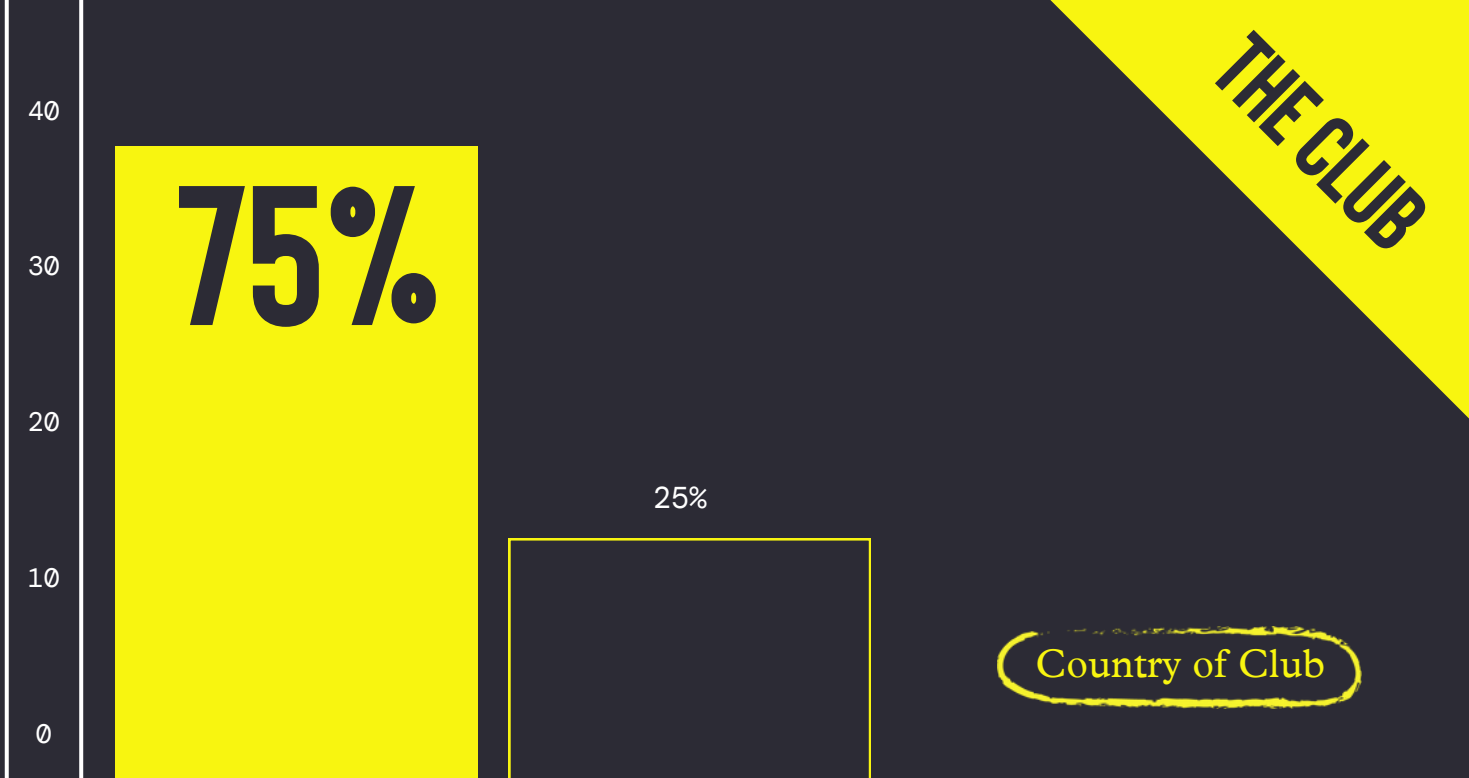
This demographic data shows that we have a good sample of respondents from each country, age group and league.



60%

**of respondents work
at a Category 1 club**

Number of Respondents



EMPLOYMENT METHOD

Much like the English academy football survey, we see a change in the trend towards no traditional ways of landing a job. 35% of respondents gained their current position via a publicly available job advert. This is markedly different to the British senior football survey and MLS survey where only 17% and 7% of respondents got their job via this method, respectively.

Another growing trend is that of headhunters increasing their involvement in recruiting decisions. 17 % of respondents gained their current role through this method.



35%

of respondents got their current role via a publicly available job advert

Employment Method



How job was attained

- 35% Applying via publicly available job advert
- 29% Recommendation (no publicly available job advert)
- 17% Recruitment company/ Headhunted
- 14% Promotion from within the same organisation
- 4% Started working for free
- 2 % Approached by club manager

THE SALARY

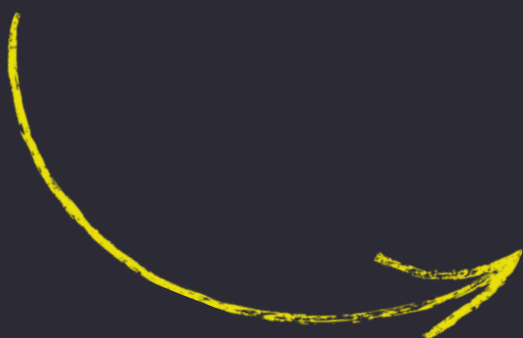
Presented on the coming pages is the salary information for respondents in women's football. Page 14 gives an overview of all salaries before bonuses, page 15 details the hourly pay based on contracted weekly hours and page 16 details the hourly rate based on the all important self-reported weekly hours worked. Then pages 17-25 detail salaries based on practitioner age, title, amount of experience, level of education and player age, club academy status and hours worked.

On a basic level, the average (mean) salary for someone working in women's football is £37.4k. This considerably more than the the average salary in English academy football (£28.9k) but less than the salary in British senior football (£35k) and MLS (£57.7k).

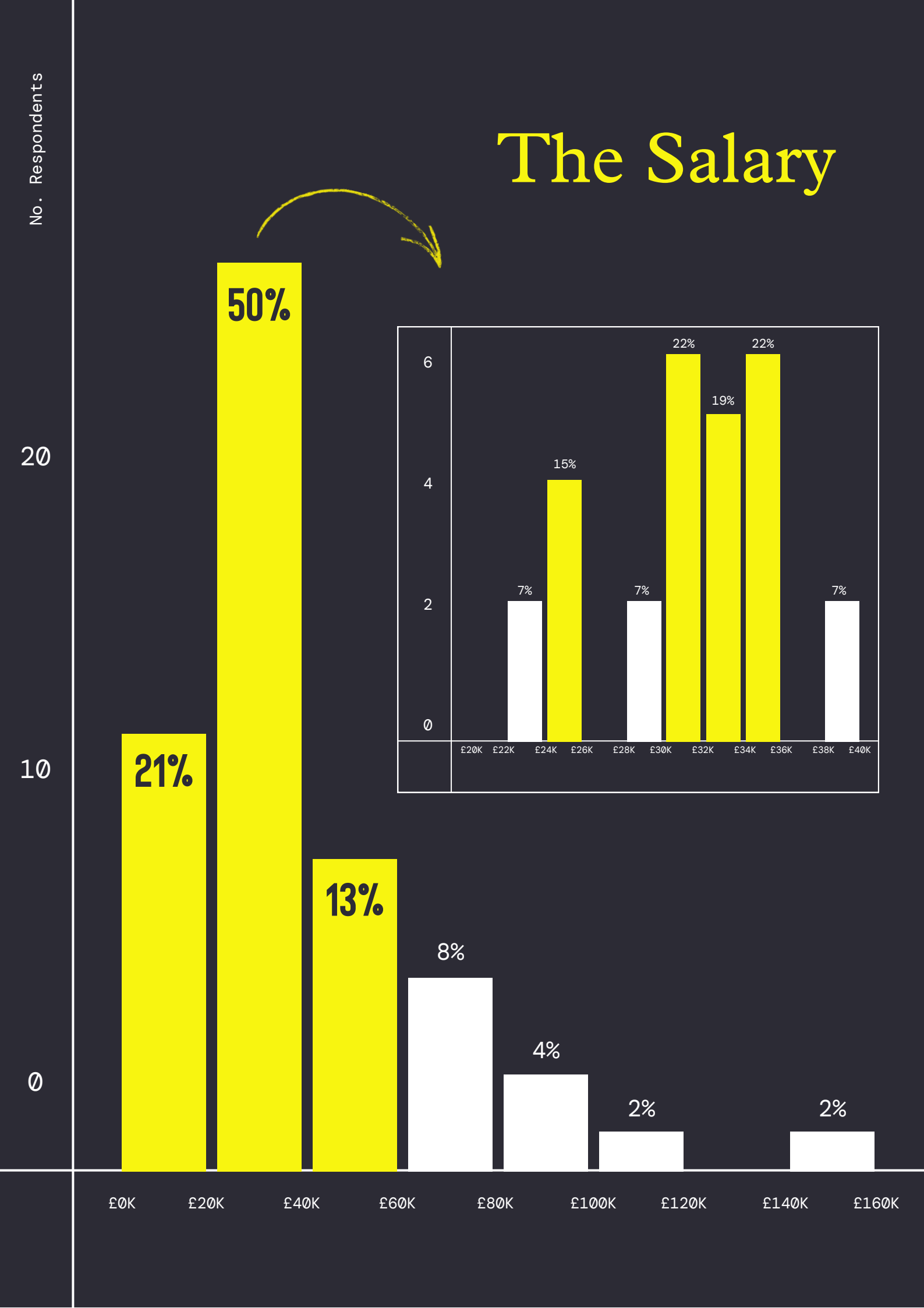
One thing that this survey highlights is the discrepancy between salaries in the UK and the US. UK practitioners won't be pleased to know that on average (median), they get paid less than half their US colleagues.

There is also a natural progression for practitioners who work their way up the age groups within women's football.

And finally, on average (median), practitioners are contracted to 37.75 hours per week. However, the self-reported hours suggests that practitioners are working for 50 hours, 12.25 hours more. This unfortunately drags the average (median) hourly rate down from £16.80 to £12.90.

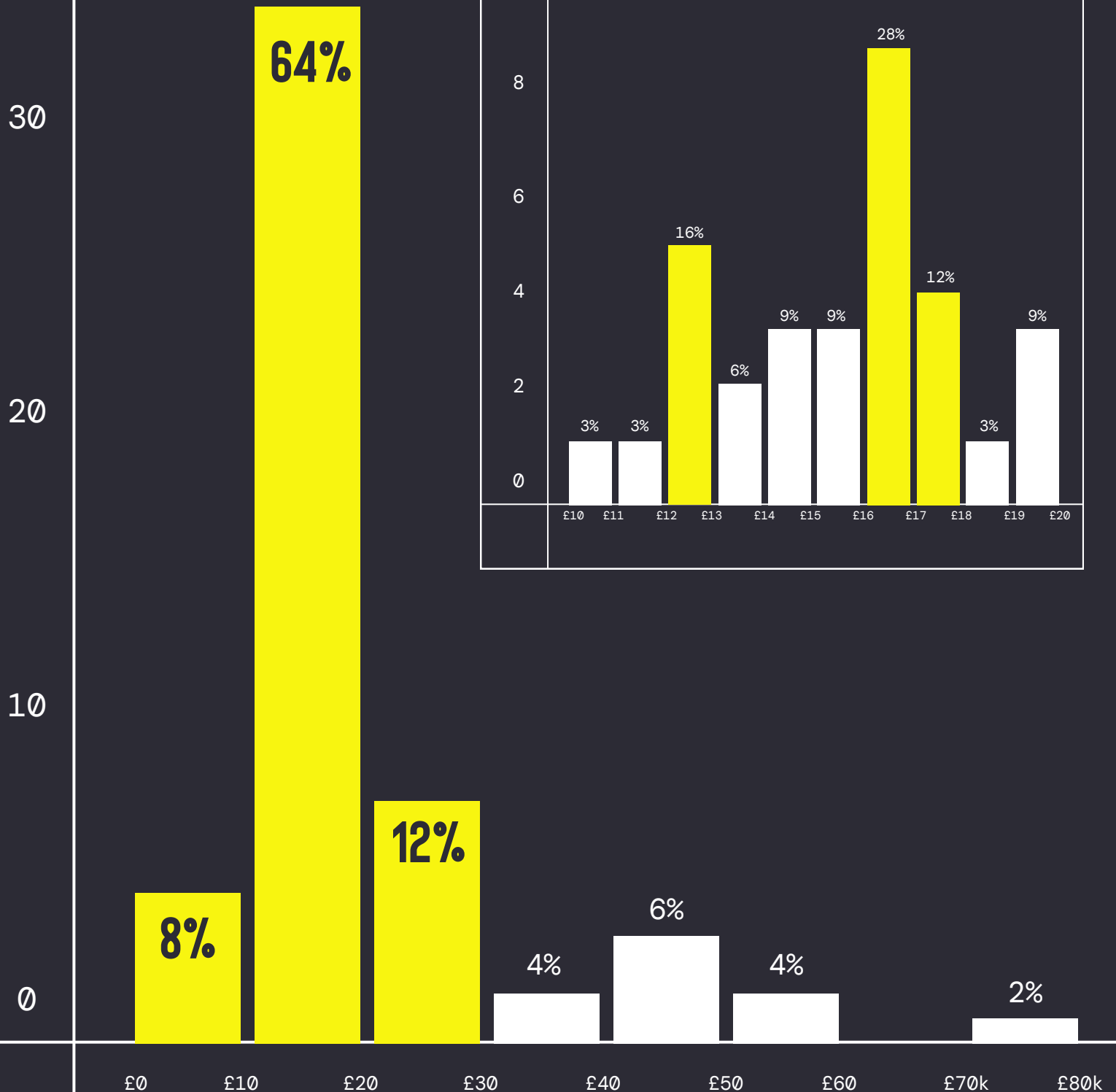


The Salary



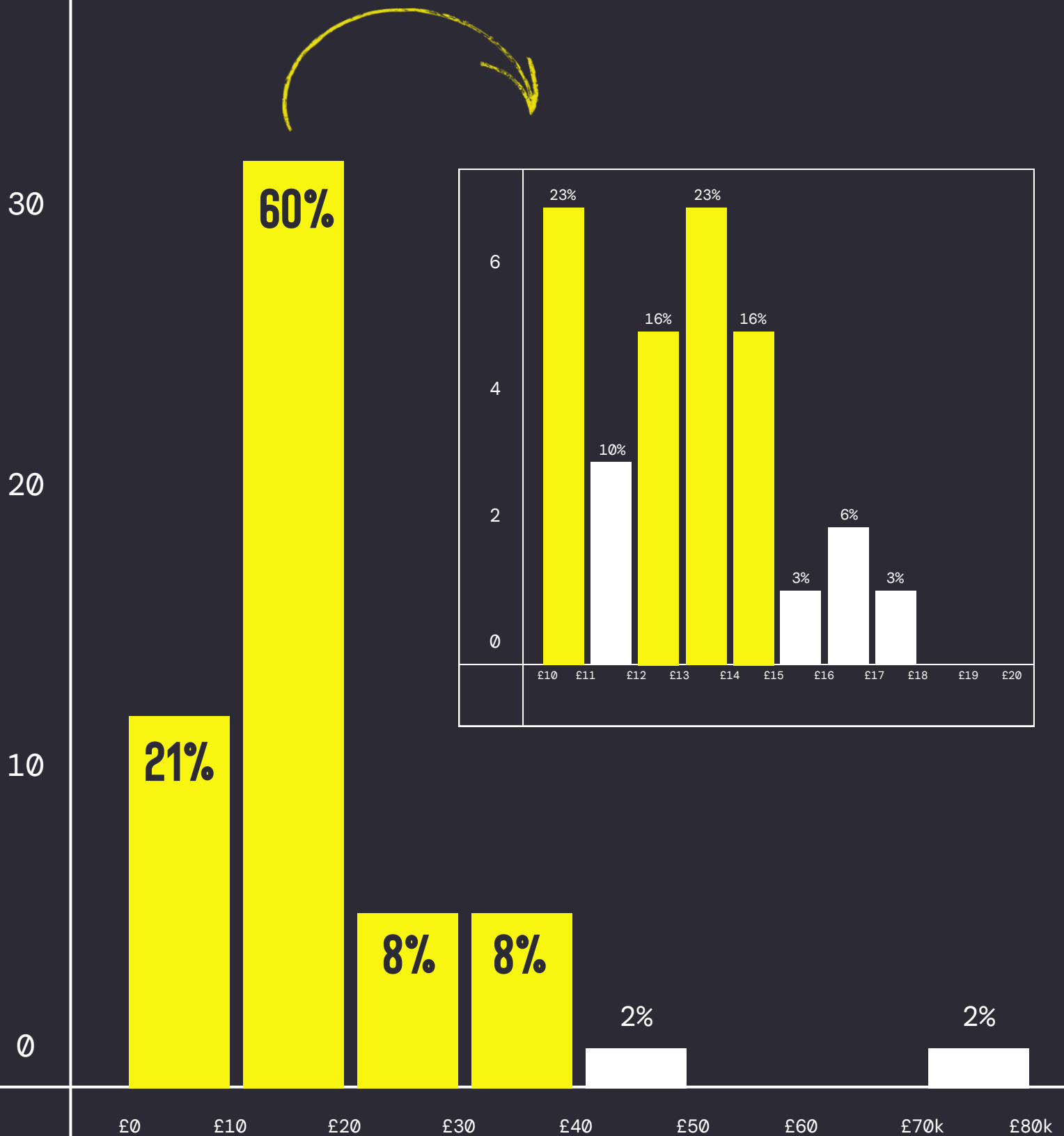
No. Respondents

The Salary By Hour (Contracted)



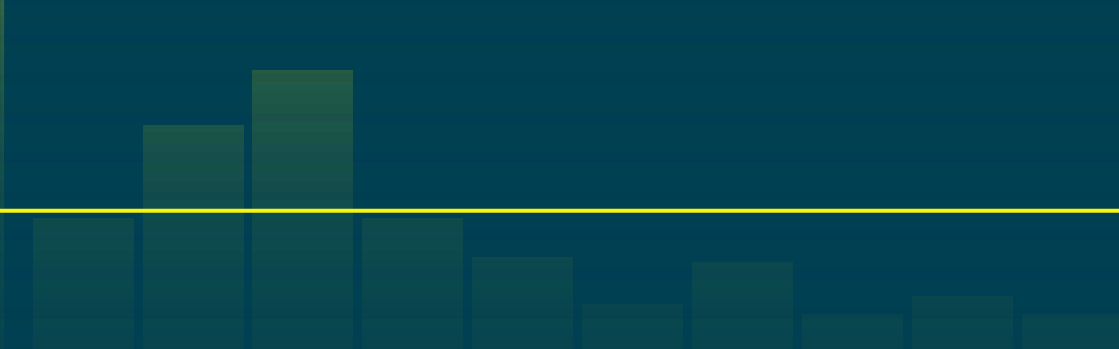
No. Respondents

The Salary By Hour (Self-reported)



SALARY BY PRACTITIONER AGE

There was a positive association# between staff respondent age and their salary. Staff who were older staff tended to have a higher salary.



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