PATHWAY RESOURCE: CRAFT YOUR RESPONSE TO THIS IMPORTANT QUESTION

Framework for answering the question: "What do you want to do in soccer?"

Step 1: Explore inspiring career paths

- Identify 3-5 people with interesting roles in soccer clubs, brands, or organizations
- Review any articles, interviews, podcasts, or blogs for insights
- Study their career journey on LinkedIn
- Write down specific aspects that excite you and why
- Prioritize these based on your interests

Step 2: Research role descriptions

- Find 3-5 job descriptions that pique your interest
- Analyze them thoroughly
- Highlight aspects that grab your attention

Step 3: Assess your skills

- List 5-6 key skill sets that you possess
- Write concrete examples of how you currently apply each skill in your daily life

Step 4: Match skills with roles

- Identify where your skills align with the aspects that intrigued you in the job descriptions
- Describe the intersections between your skill sets, interests, and appealing roles
    - Example: Presentation and communication (skill), technology, and coaching education (interest), and coach educator (appealing role).

Step 5: Craft your question response (Use as a guide!)

- Write out what you want to do! For instance:
    - I'm attracted to roles in [insert types of roles] within soccer. These positions excite me because [insert insights from step 2]. I believe I'm well suited for these roles because of my expertise in [insert skills from step 3]. With that in mind, I'm eager to find opportunities that align with the intersections of [insert insights from step 4] within soccer.

- Here's an example:
    - I'm interested in content creation or videographer roles within soccer, specifically at a new and emerging club within USL. These positions excite me because I get to brainstorm, collaborate across departments, and create content ideas that will directly contribute to marketing campaigns targeted at growing a local fan base and supporters culture. I believe I'm well suited for these positions because of my love for storytelling and passion for learning the latest editing techniques. With that in mind, I'll be looking for creative roles that align at the intersection of storytelling, brand, and videography in a social media marketing type role or department.