

# CAREERS @



**LARON LOFTON**  
YOUTH SPORTS DIRECTOR

What does a career in Youth Sports look like at the Y? What sort of things do you work on day-to-day?

Working with the youth in the community to keep them active. I organize multiple sports which includes creating teams and schedules, ordering uniforms and hiring referees and umpires to help with our sports.

What do you enjoy about working in Youth Sports?

I enjoy being able to offer youth an opportunity to do something that they enjoy!

How did you become qualified to work in Youth Sports?

- By playing multiple sports as a youth.
- By coaching for 20+ years,

Between those two I became very knowledgeable about multiple sports.

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## How do I become a Youth Sports professional?

Get involved in multiple sports both playing and coaching. Look into degrees that involve sports management.

## What will make me more marketable to employers?

Being well versed in multiple areas of sports. Game-Play, marketing, business, physical therapy, etc...

## What characteristics should someone possess to find success in a career in Youth Sports?

Be passionate about sports and youth. Enjoy dealing with diverse groups of people.

## What can I do now to prepare myself for a career in Youth Sports?

- Get involved with playing sports.
- Look for assistant coaching opportunities.
- Reach out to people who currently hold youth sports positions for advice and or job shadowing someone who holds a similar position.