

Should the General Manager Be Fired?

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GENERAL MANAGER- a business executive who usually oversees a unit or firm's marketing and sales functions, as well as the day-to-day business operations

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Description

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General Managers are in charge of making sure the athlete that a team puts on the court, field or ice is one that fans will want to pay to see. In many cases, the easiest way to do this is to assemble a winning team with good players. If a team wins, it is much easier to attract fans to the games. The GM can work with team promoters to arrange for entertaining acts to perform during breaks in the game. He also can work with the staff to provide refreshments that fans will want to buy. Players also have some say in this, but in the end it is up to the GM. The general manager is in charge of the budgets for many of the groups in the sports organization. One of the GM's most important roles is to sign and release athletes from contracts. At the highest professional level, GMs deal with million dollar plus contracts. General Managers are responsible for drafting players to play for his organization. The highest-level professional leagues hold a yearly draft during which GMs work with team presidents, team owners, coaches, scouts and other staff to choose which players would be best for the team to draft. After the draft, the GM is one of the key figures in the in the process of making contracts for the players. General Managers are also responsible for trades. They try to deal players to other teams to build their own team. Those are the main things a General Manager does in their job.

Working Conditions

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Sports managers spend their time behind the scenes coordinating all business-related activities for the team that employs them. During the playing season they may work seven days a week. When they work for college or professional teams they stay behind in their office at the team's home facility while the team travels to away games. It is rare to see the GM travel with the team from city to city. During the off-season, the manager is busy negotiating trades and signing free agents. One of the toughest parts of the job is to make deals that satisfy the owners, without alienating any of the players. Managers who work for a professional sports team are involved in the yearly ritual of drafting college players. They work closely with the coach and scouts to determine which players are the best fit for their team. Managers must do this while keeping an eye on the team's budget. They are in charge of everyone's salary, from the coach and players down to the assistants. They also make financial arrangements for travel, equipment, and uniform purchases. Sports General Managers have to participate in press conferences and explain the reasons for their decisions to the media, without giving away their plans for the future. When they sign a good player, they are considered heroes. When a good player leaves the team or they go on a losing streak, GMs are often seen as contributing to the team's downfall. General Managers should expect to be fired and forced to move a number of times during their careers. These reasons make this is a highly stressful job.

Salary

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A General Manager's salary starts at around \$50 000, but the average is \$75 000. The GM of a pro sports team will earn \$250 000 to over 1 million dollars each year.



Education

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To become a GM you must attend university for a minimum of 4 years. Earning a degree in sports management is helpful in starting a career as a general manager. A degree in physical education and business and some knowledge in contract law, economics, and accounting is recommended.



Related Subjects and Jobs

This job also requires good people, administrative, public relations, promotions, marketing and day-to-day operation skills. There are many related jobs to a general manager such as: Sports marketer, Coach, Team Scout, Agent, Advertising and Promotions Managers and Public Relations Manager.

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Current Need/Potential For Growth

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To become a General Manager of a sports team, you need a good background in both business and sports. General Managers should have some playing or coaching experience at every level in the sport they plan to manage. There are not many jobs in this field. When a GM is fired from a team he is usually hired by another team who has fired their GM. Or if there is a new General Manager to be hired they are usually already in the organization. There are rarely open positions as a Professional Sports General Manager.

