

Faculty of Arts and Humanities

Turning a passion for football into a successful career



PHOTOS PRIVATE

Florian Waldkötter interviews Hertha player Kevin-Prince Boateng.

Why did you choose to study at HHU?

FLORIAN WALDKÖTTER After completing my *Abitur* (school-leaving qualification permitting university admission) and civilian national service in Osnabrück, I wanted to experience a new environment without moving too far away from home. So being offered a place in Düsseldorf was great for me.

Alone at home in peace and quiet or in a group: How and where did you prefer to study?

FW I generally preferred to be on my own as there were plenty of classes anyway, but there was also a group feeling in the library that motivated me. I also enjoyed just being in the canteen or around the campus – particularly in the summer.

What do you have particularly fond memories of from your time at HHU? Do you have an anecdote for us?

FW Even though I was in the Faculty of Arts and Humanities, I spent a lot of time with biochemists as there were quite a few of them in my circle of friends. We had a great time, even though I couldn't contribute to conversations about study topics. Tuesdays were university league days and lots of fun: football, barbecues and the odd cold drink.

You currently work at top-flight soccer team Hertha BSC in Berlin as Editorial & Social Media Team Leader. How does your day look?

FW My day is primarily oriented to the team schedule. As a department, we usually also cover a variety of topics relating to training sessions, media appointments and of



His working days are oriented to the team schedule:
Florian Waldkötter in the press gallery.

course matches. Training camps are always highlights – above all when they take place in America. In addition to reporting on the football side of things, together with my department I also cover a lot of topics that I would class as “corporate communications”, for example from areas such as CSR, ticketing or merchandising.

Has football always played a role in your life or is it just a job?

FW Football has always been my passion. I started playing as a young boy and only stopped for work reasons. Then I swapped the pitch for the press gallery. My view of the sport has of course changed as a result of my job – I often can’t “just” be a fan any more – but I still enjoy going to the stadium or watching matches with my friends away from my job.

How did you make the switch from being a fan to a career at a soccer club?

FW An interest in football, so being a fan, was a prerequisite for my career really. You can never switch your emotions off entirely, but that’s what makes my work special.

Which content or knowledge from your studies is most important to your profession today?

FW Research well, write well. That makes me think of all the term papers I had to write. And at a higher level: I have always set myself goals – some bigger, some smaller – that I really wanted to achieve.

Are you still in touch with fellow students today?

FW Yes, with the biochemists I mentioned earlier and one or two old friends from my faculty.

“You can never switch your emotions off entirely, but that’s what makes my work special.”

Florian Waldkötter — lecturer in football management

Hopes, desires, plans for the future – against the background of your story: What advice can you give students?

FW Look left and right, try out different things to find out what is important to you personally and professionally. Once you have defined your goals and desires, go for them! Complete internships, follow your path and don’t lose heart if you face setbacks. Making mistakes is part of the process. During my studies, I would never have thought that this is how things would work out for me. There were times when I thought I would end up as a schoolteacher but thankfully things turned out differently.



Florian Waldkötter

Florian Waldkötter was born in Georgsmarienhütte (near Osnabrück) in 1988. He studied German Studies and History at HHU from 2008 – 2011. The football fan then worked as an intern in the media and communications department at the soccer club Borussia Mönchengladbach. Following a position as editor at Serviceplan Berlin, he has now been at the soccer club Hertha BSC since November 2015 (initially as responsible editor and since July 2021 as Editorial & Social Media Team Leader). Since the summer semester 2021, he has also been a lecturer for the sport management course offered by the International Football Institute. Florian Waldkötter lives with his partner in Berlin. Outside work, he enjoys travel, music, concerts and books. He also works as a volunteer for the Arne Friedrich Foundation.