

MS in Kinesiology graduates often perform similar work under different job titles across a range of settings. This guide walks through common career settings and the jobs within them — so you can picture where this degree could take you.

WHERE CAN I WORK?



Corporate

Employers, wellness firms & health technology



Community

Nonprofits, recreation centers & schools



Government

Public health, parks & recreation, municipal agencies



Research

Universities, health systems & research institutes

WHAT KIND OF JOBS ARE AVAILABLE?

Physical Activity & Wellness Program Specialist

- Design and deliver physical activity, wellness, and health-promotion programs for employees, patients, students, or community members.
- Coordinate schedules, staff, outreach, partnerships, facilities, and program resources.
- Adapt activities for different ages, abilities, cultures, and health conditions.
- Track participation, implementation quality, physical activity, and health outcomes.

Signature project: *Develop and evaluate a multi-site walking and movement program that increases participation and reduces sedentary time.*

Behavior Change & Health Coaching Specialist

- Assess physical activity patterns, goals, motivation, and social or environmental barriers.
- Use evidence-based strategies: motivational interviewing, goal setting, self-monitoring, feedback, social support.
- Provide individual or group coaching in person, by telehealth, or via digital platforms and wearables.
- Coordinate with health professionals or research teams and monitor adherence and behavioral outcomes.

Signature project: *Create a six-month coaching program for adults at risk for diabetes combining goals, wearable feedback, and weekly accountability.*

Program Manager, Evaluator & Health Strategy Specialist

- Use needs assessments, health data, and community or organizational priorities to guide program strategy.
- Manage budgets, timelines, staff, grants, vendors, and cross-sector partnerships.
- Develop evaluation plans and analyze process, reach, equity, and outcome indicators.
- Communicate findings to leaders, funders, policymakers, researchers, and community partners.

Signature project: *Lead a grant-funded active-living initiative and present evidence of reach and impact to decision-makers.*



WHAT KIND OF JOBS ARE AVAILABLE?

Research Coordinator or Project Manager

- Recruit, screen, and schedule human participants for physical activity and health studies.
- Administer fitness tests and coordinate accelerometry, body composition, or other assessments.
- Maintain data integrity, study documentation, and IRB compliance.
- Oversee research budgets, milestones, staff, and data collection across one or more sites.
- Analyze physical activity and health-outcome data and support quality assurance.
- Co-author manuscripts, reports, and conference presentations.

Signature project examples:

- *Coordinate a 12-week randomized controlled trial examining the effects of high-intensity interval training on cognitive performance.*
- *Manage a multi-site longitudinal study examining relationships among sedentary behavior, physical activity, and cardiovascular health.*

Health Content Specialist

- Translate physical activity and health research into clear, engaging materials for public or professional audiences.
- Review wellness content, applications, and educational resources for scientific accuracy.
- Collaborate with product, communication, and research teams to align content with current evidence.

Signature project: *Develop an evidence-based educational series on physical activity for chronic disease prevention for a digital health platform.*

PhD Doctoral Pathway

- Conduct independent research in a specialized area of physical activity or movement science.
- Gain teaching experience as a graduate teaching associate or laboratory instructor.
- Develop manuscripts, presentations, and grant proposals that support future research.

Signature project: *Complete a dissertation examining whether brief walking breaks improve metabolic health.*

COMMON JOB TITLES

Health Promotion Specialist

Wellness Program Coordinator

Employee Wellness Specialist

Community Health Program Manager

Physical Activity Program Coordinator

Health & Wellness Coach

Behavior Change Specialist

Digital Health Coach

Program Evaluator

Curious where this degree could take you?

<https://ens.sdsu.edu/academics/masters/ms-kinesiology>