

HEAD OF FINANCE

Applicant Brief



DEPARTMENT:
Finance

REPORTING TO:
EFL Group Head of
Finance/Director of Community

REPORTS:
Finance Manager &
Management Accountant

LOCATION:
Preston, Hybrid



INTRODUCTION TO EFL IN THE COMMUNITY

The EFL is about two things; great football competition on the pitch and improving lives of people in communities off it. With more than 40 million people living within 10 miles of an EFL Club, the potential to connect with local people is as great as it has ever been.

EFL in the Community is the charitable arm of the EFL (English Football League).

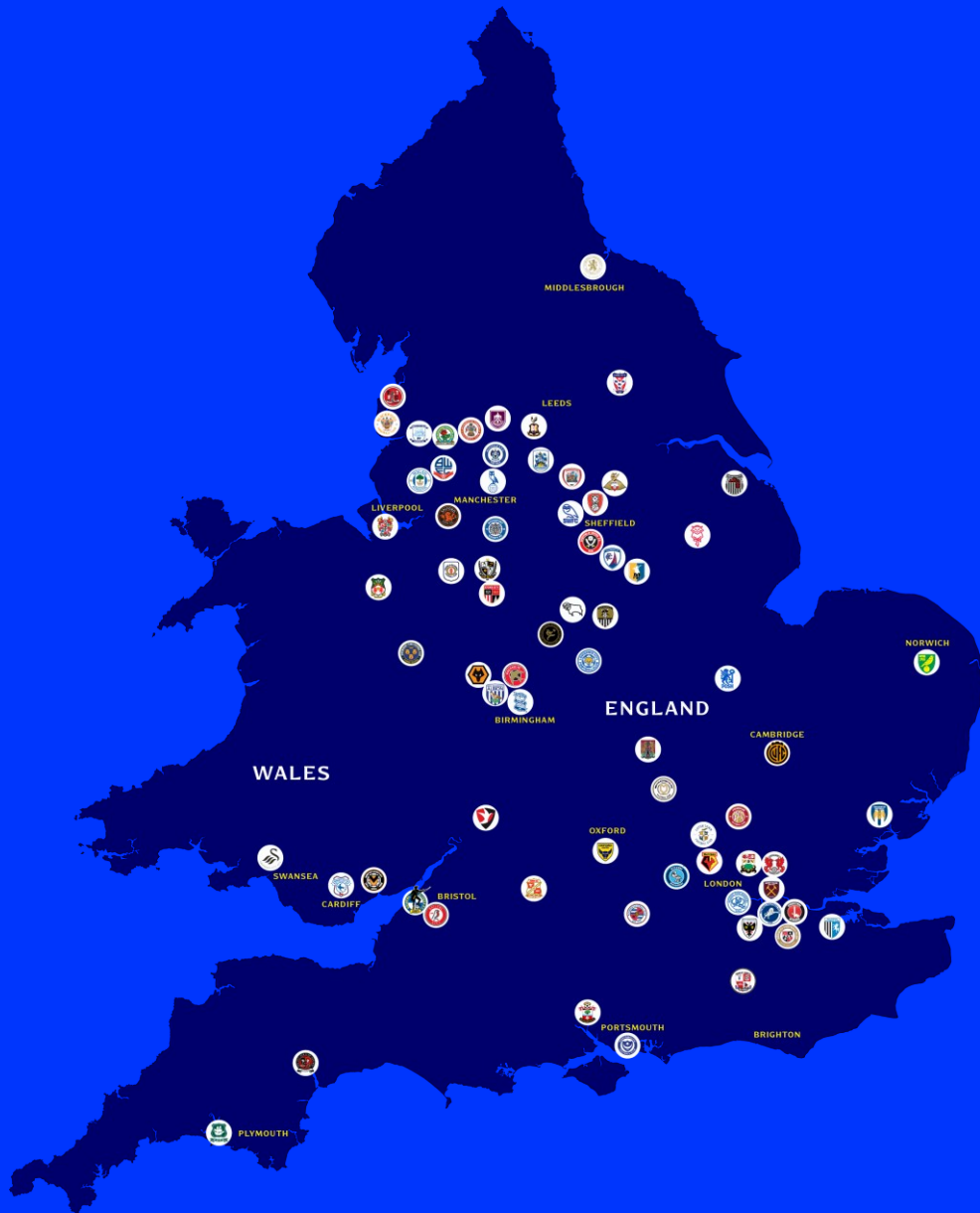
EFL in the Community (formerly the EFL Trust) was established in 2008 to support the groundbreaking work of EFL Football Club charities.

This network of charities across England and Wales use the power of the Club badge to reach people who might not normally join other groups or services. They deliver a wide range of initiatives focused on improving health and wellbeing; raising aspirations and realising potential – building stronger, more cohesive EFL communities.

Focusing on creating healthier, more connected communities that are full of opportunities, the Football Club charities engage over 1.2 million participants and generate a total of £1.42 billion worth of social value across the full range of community initiatives and programmes.



LOCAL IMPACT ON A NATIONAL SCALE.



72

EFL Clubs and their charities cover a catchment area of 46.7 million people, 80% of the population of England and Wales

£1.24 billion

Social value delivered to society every season

Over 1.1 million

Participants engaged last season

83%

Participants asked reported improved readiness for work through education and training

77%

Participants asked reported improved mental health

95%

Participants asked reported improved feelings of social connectedness

365 days

A year of support to EFL communities



OUR VISION

A collective network of 72 distinct charities each equipped and empowered to address their community's diverse social challenges using the power of football to improve lives

OUR MISSION

We will enhance and amplify the capacity and capability of the EFL Football Club charities.

We will support the network to develop greater social value and create stronger and healthier communities.

We will collaborate, lead and serve. We will be our network's greatest supporter.

EFL PARTNERS

PRINCIPAL BROADCAST PARTNER



TITLE SPONSORS



OFFICIAL PARTNERS



OFFICIAL SUPPORTERS



OFFICIAL SUPPLIERS & LICENSEES



OFFICIAL BROADCAST PARTNERS



THE EFL'S 2024-2029 BREAKOUT MOMENT

Following significant investment, the EFL is in a new era of scale, relevance, and impact
– in the stands, in communities, and with audiences around the world.

UNMATCHED ATTENDANCE

Europe's highest-attended league body.
Partners gain visibility and presence across 72 Clubs.

UNRIVALLED BROADCAST OUTPUT

Highest volume live broadcast output of any UK sport.
Amplifying partner brand awareness.

COMMUNITY CONNECTION

Nationwide integration across 72 Clubs and communities – online and offline.
Partners engage, with local relevance, throughout the country.

PURPOSE DRIVEN

Industry-leading EDI framework: 'EFL Together'.
Partner collaborations to make a lasting difference.

GLOBAL ENGAGEMENT

Record broadcast output and regional marketing partnerships (including the USA).
International reach for partners.

There is an opportunity for a high-performing individual to join the team and play a key role in the EFL's continued growth...

JOB PURPOSE

The Head of Finance for EFL in the Community sits on its Senior Leadership Team and is responsible for the organisation's financial strategy and governance. The Head of Finance will ensure that best practice is followed throughout the organisation and will provide advice and guidance across the 72 Football Club charities.

The Head of Finance oversees the production of all financial statements and management information, and the monitoring of all financial activity, including financial analysis and forecasting. The Head of Finance will also oversee the management of project income, expenditure and distributions to subcontractors.

Due to the Shared Services model operated across EFL in the Community and the EFL, the role will report directly into the EFL's Group Head of Finance and Chief Financial Officer, whilst also separately report into the Director of Community as part of being on the charity's Senior Leadership Team.



KEY RESPONSIBILITIES

The successful candidate will be expected to lead the organisation's financial strategy and governance as well as the following key responsibilities, not limited too:

STRATEGIC FINANCE, REPORTING & BUSINESS PARTNERING

- Prepare and report the organisation's financial position and risk profile to the Charity's Audit and Risk Committee and External Stakeholders and System Partners, as required.
- Prepare financial reporting and analysis for the Director of Community prior to all Board of Trustee meetings
- Develop and lead the organisation's financial strategy
- Offer financial insight and recommendations to the Senior Leadership Team and where required, the Board of Trustees
- Business partner with the Senior Leadership Team, Senior Management Team and project leads to support budgeting, forecasting, programme implementation and ongoing assessment of project financial and operational performance
- Oversee the production and continued development of monthly management information, financial and operational dashboards, and integrated financial and non-financial performance measures for the Senior Leadership Team, Audit and Risk Committee and Board of Trustees

FINANCE OPERATIONS, PLANNING & TEAM LEADERSHIP

- Manage the finance department, ensuring that team members understand their roles, responsibilities and expectations and receive appropriate, timely and accurate information, training and ongoing development
 - Oversee cash management and planning
 - Work with the Senior Management Team to manage the financial elements of supplier contracts and present business performance to internal and external stakeholders
 - Manage the preparation of departmental budgets and forecasts, liaising with internal and external stakeholders in a timely and appropriate manner
 - Manage the process through which EFL in the Community distributes income to its partner Football Club charities
 - Manage the charity's banking relationships.
 - Lead the development of financial controls while streamlining processes within the finance function
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KEY RESPONSIBILITIES - CONTINUED

GOVERNANCE, RISK, COMPLIANCE & ASSURANCE

- Oversee the timely and appropriate completion of quarterly VAT returns
- Take responsibility for financial due-diligence procedures relating to proposed commercial partners
- Alongside, the Charity's Contracts, Risk and Data Protection Manager, lead the organisation's governance, risk and compliance arrangements, including maintaining the corporate risk framework, supporting the Risk Committee and providing assurance to the Board of Trustees
- Develop, maintain and oversee the organisation's financial and corporate policy framework, ensuring policies remain current, aligned with shared-service requirements and capable of supporting bids, tenders and organisational assurance
- Oversee the annual audit process
- Prepare and oversee the preparation of the annual financial statements
- File the annual Charity Commission return
- Support the EFL's Company Secretary who oversees statutory filings, supporting effective Board governance and ensuring compliance with the organisation's constitutional and regulatory requirements



KEY RESPONSIBILITIES - CONTINUED

EXTERNAL LEADERSHIP & NETWORK SUPPORT

- Represent the organisation as a senior leader not only within the charity, but also across its network and with external stakeholders
- Provide guidance to Football Club charities
- Undertake any other duties or projects as required
- **Lead by example** by contributing to promoting the principles of the EFL and EFL in the Community
 - **Everybody working together**
 - We are one team supporting each other and collaborating on our shared goals.
 - **Fairness and equality**
 - Being consistent and inclusive for everyone and showing and treating everybody with respect.
 - **Listening and learning**
 - Communicating with trust and honesty, growing as individuals and enabling others to do so too.
 - **Changing Lives**
 - We support the communities and Clubs we serve.



PERSON SPECIFICATION

The successful candidate will be able to demonstrate the following knowledge, skills and attributes that apply to the role:

KNOWLEDGE & UNDERSTANDING

- **Charity finance:** Strong knowledge of charity accounting, the Charities SORP, restricted and unrestricted funds, reserves, cash flow, audit, taxation (specifically charity VAT) and regulatory reporting
- **Strategic leadership:** Experience developing financial strategy and providing clear advice and assurance to senior leadership teams, Audit and Risk Committees and Boards of Trustees
- **Desirable:** Experience in a national charity, federated network, membership body, governing body or other organisation supporting independent local partners; experience in the youth, sport, community or public-benefit sectors would be advantageous.

TECHNICAL SKILLS

- **Qualifications:** CCAB-qualified accountant, with substantial post-qualification experience in a senior finance leadership role.
- **Funding and contracts:** Experience overseeing public, charitable and commercial funding, including grants, contracts, partner payments and financial due diligence.
- **Governance and compliance:** Experience of risk management, policy oversight and compliance with Charity Commission, Companies House and other regulatory requirements.
- **Systems and improvement:** A strong record of improving financial controls, implementing or optimising finance systems, automating processes and developing integrated management information and dashboards.

GENERAL SKILLS & ATTRIBUTES

- **High Standards of Reporting:** Able to present clear and professional reports and financial analysis that can be used for Board and Audit & Risk Committee presentations and papers.
 - **People leadership:** Experience leading and developing a finance team, strengthening technical capability, supporting effective delegation and building team resilience
 - **Communication and judgement:** Able to explain complex financial and regulatory matters clearly, exercise sound judgement and work confidently with trustees, funders, auditors, advisers and operational colleagues
 - **Lead by example** by contributing to promoting the principles of the EFL and EFL in the Community
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PERSON SPECIFICATION

IT SKILLS

The successful candidate will be able to demonstrate an acceptable level of competency in Microsoft 365 applications and be comfortable using them to support the efficiency of the organisation

- Able to work digitally, follow agreed systems and processes while maintaining accurate records
- Confident handling sensitive and confidential information
- Working knowledge of Microsoft Outlook, with the ability to manage emails, calendars, and meetings effectively
- Able to use of Microsoft Word for drafting, formatting, and maintaining professional documents, reports, and policies
- Knowledge of Microsoft Teams for collaboration, meetings, file sharing, and communication
- Understanding of working with SharePoint and OneDrive (or equivalent) for document management, version control, and collaborative working
- General understanding and use of Microsoft Excel and PowerPoint
- An understanding of using AI-enabled tools, such as Microsoft Copilot, to support productivity, improve efficiency and quality of outputs
- Awareness of good information management, data protection, and document retention practices
- Open to adopting new digital tools to improve efficiency and quality of work



OUR TEAM AT THE EFLitC

Alongside the key skills, experience and attributes – we want people to join us to show energy, commitment and belief in what we are trying to do for the good of our Football Club Charities, our Clubs, our partners and most of all – our communities

Our recruitment process will be rigorous and demanding (but hopefully enjoyable!) and so will our role. In return, we offer honesty, integrity, and a unique opportunity to work within an exciting, and ever changing, sector

Our employees and volunteers are crucial to our success and equality, diversity and inclusion (using an equity approach) are fundamental elements of building our team. Each of us come from different backgrounds and have an array of qualifications, skills and life experiences.

If you have any particular requirements in respect of the recruitment or interview process please mention this in your application

SAFEGUARDING

The EFL is committed to safeguarding the welfare of children and adults at risk and require all employees to share this commitment and promote the welfare of these groups.

Applicants will be asked about any previous convictions and cautions. Amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020) provides that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account. Guidance about whether a conviction or caution should be disclosed can be found on the Ministry of Justice website.

INCLUSION

The EFL is committed to creating an inclusive and diverse environment and is proud to be an equal opportunity employer.

Applicants fulfilling the criteria will be considered in a meritocratic way and without regard to race, ethnicity, religion or belief(s), gender, gender identity or expression, sexual orientation, marital status, disability, age or with regards to pregnancy or maternity.





EFL AND EFLitC TOGETHER

PRINCIPLES

In 2022 employees across the business came together to create the EFL Principles, developed by employees for employees.

- **Everybody working together**
- We are one team supporting each other and collaborating on our shared goals.
- **Fairness and equality**
- Being consistent and inclusive for everyone and showing and treating everybody with respect.
- **Listening and learning**
- Communicating with trust and honesty, growing as individuals and enabling others to do so too.
- **Changing Lives**
- We support the communities and Clubs we serve.

EMPLOYEE AWARDS

We want to celebrate all the successes that we can, so we have a number of ways that we do this:

- **We celebrate loyalty** – we try and make employees feel special when they reach certain milestones.
- **We celebrate success** – through employee awards at our two-yearly social events.
- **We celebrate achievements** – like passing an exam or completing a course.
- **We celebrate how employees work together** through a colleague nominated awards programme, everyday thanks and special recognition from our Executive Leadership Team.

EMPLOYEE BENEFITS



PENSION SCHEME

All eligible employees are enrolled in the **10% non-contributory** pension scheme with Aviva.

You can also make your own contributions through a salary sacrifice arrangement if you wish but these will not be matched by the company.



ELECTRIC CAR SCHEME

The EFL has engaged with Octopus to offer the opportunity to lease an electric vehicle through a salary sacrifice arrangement.



EVERYDAY HEALTH PLAN (EHP):

All employees are automatically enrolled into our EHP (currently provided by Westfield). The plan allows you to claim back healthcare costs up to a certain amount annually for yourself and any dependents up to the age of 21. As well as this, it also offers discounts on various retail, lifestyle and leisure such as money off groceries, travel and gym memberships.

PRIVATE MEDICAL INSURANCE (PMI):

This is an opt-in private medical insurance just for you – that the EFL will pay for (currently provided by Vitality).



SEASON TRAVEL TICKET LOAN

An **interest free loan** for employees to cover the cost of travelling to and from the workplace via tram, rail, bus or others



FINALS

your chance to attend our Wembley finals to watch or to help.



LIFE ASSURANCE & INCOME PROTECTION INSURANCE

both paid for by the EFL to give you peace of mind.



MATCHDAY TICKETS

Complimentary tickets may be requested for any league club games based on a number of criteria being met.



SOCIAL EVENTS

the EFL hosts a summer and winter celebration party for all employees along with other local events during the year across both the Preston and London offices.

EFL OFFICE LIFE

The EFL's Head Office is in Preston, and Commercial Office in London.

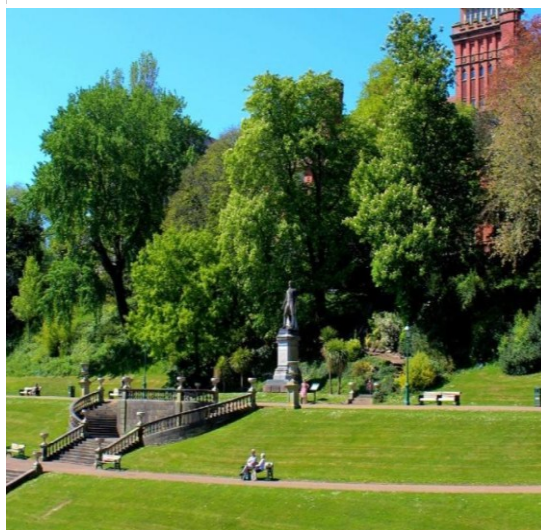
This role is based in Preston, with at least three days per week in the office. However, you may need to visit in our London office from time-to-time.

Both our office spaces are large, open-plan work areas, with dedicated desks, personal lockers, private meeting rooms, group workspaces, and wellbeing and prayer rooms. In each, we have kitchens, including free coffee machines, fruit bowls, and a large dining area.

Preston is a 5-minute walk from Preston City centre and London is located directly opposite London Paddington station. Employees benefit from proximity to national and local travel links from both, leisure, retail and dining options, and the green space of Avenham & Miller Park and Hyde Park respectively, only a short walk away from each.

Preston has an onsite gym while London Paddington has access to a roof terrace. Both Preston and London have showers and changing rooms on site.

Overall, both offices are set up to support the wellbeing, efficiency and performance of our teams.



Enjoy the Game



RECRUITMENT PROCESS

STAGE 1 Submitting your application

To apply for the role, please apply via: [87 Vacancies - EFL \(English Football League\)](#)

A short-list of candidates will then be selected for interview.

STAGE 2 First-stage interview

You may be invited to an online or in-person discussion for both parties to find out more about each other and to test your suitability for the role, allowing you to showcase your knowledge and skills.

STAGE 3 Second-stage interview

You may be invited to a face-to-face interview to discuss your application further.

You may be asked to deliver a presentation.

STAGE 4 Job offer

Congratulations on reaching this stage!

We look forward to welcoming you to the team.



[efl.com](https://www.efl.com)

