

COMMUNICATIONS AND MARKETING OFFICER

Applicant Brief



EFL IN THE
COMMUNITY



CONTRACT:

Fixed-Term until April 2027

DEPARTMENT:

Communications & Marketing

REPORTING TO:

Senior Communications and
Marketing Manager

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).

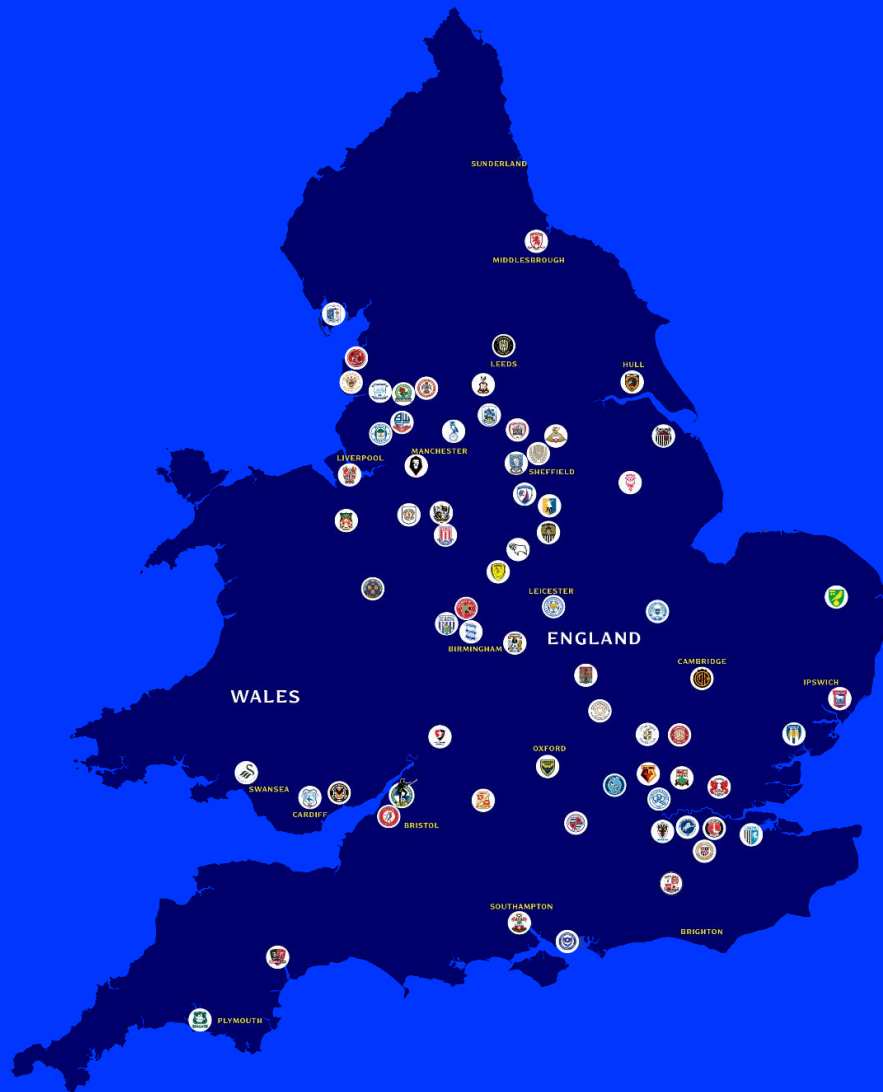
EFL in the Community (formerly the EFL Trust) was established in 2008 to support the groundbreaking work of EFL Football Club charities.

This network of charities across England and Wales use the power of the Club badge to reach people who need help. They deliver a wide range of initiatives focused on improving health and wellbeing; raising aspirations and realising potential – building stronger, more cohesive EFL communities.

Football Club charities engaged over 1.1 million participants last season and generated a total of £1.24 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 organisations 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.

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 EFitC's continued journey...

JOB PURPOSE

Support and implement communications and marketing delivery requirements, reporting and relationship support for EFL in the Community's funded programmes and other communications requirements/projects when required.

Support Club charity leads in delivering the programme marketing and communication objectives and support the EFL Communications Team to deliver on the department goals.



KEY RESPONSIBILITIES

The successful candidate will be expected to support and implement communications and marketing delivery requirements for the EFLitC alongside the following key responsibilities:

- Input into the development of the EFL in the Community funded programmes communications plan
- Support the recruitment campaigns for the funded programmes, including producing content and adverts to deadline
- Support the delivery of the action plan for charity communications and marketing leads engagement, acting as a key point of contact to advise leads
- Support stakeholder relationships between partners and charities
- Evaluate and record all marketing and communications activity as well as supporting the submission of reports/commentaries based on agreed timelines
- Attend meetings and events when required and be a positive representative for EFL in the Community both internally and externally
- Undertake any other duties as required by the line manager to support other EFL campaigns, events and internal or external activity



KEY RESPONSIBILITIES

The successful candidate will be expected to support and implement communications and marketing delivery requirements for the EFLitC alongside the following key responsibilities:

- Work with the Senior Communications and Marketing Manager and the Communications team researcher to collate required programme impact stories
- Support the Senior Communications and Marketing Manager with EFL in the Community and communications administration activities and other tasks as driven by the goals and operational objectives of the department
- Ensure Safeguarding is at the forefront of everything you do to promote a safe environment for the organisation, Clubs, Football Club charities and Partners
- Contribute to promoting equality, diversity and inclusion as part of the culture of the organisation



PERSON SPECIFICATION

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

KNOWLEDGE & UNDERSTANDING

- A further or higher education qualification in marketing, communications or similar
- Knowledge of working in a copy writing/campaign or have project management marketing and communications experience
- Understanding of issues faced by our target audience, including fuel poverty, digital exclusion and the impact of the rising cost of living
- Able to work on multiple projects at once and priorities outputs
- Understanding of monitoring and evaluation, including writing case studies

TECHNICAL SKILLS

- Excellent attention to detail and planning and organisational skills
- Ability to work to instruction and also to innovate and bring new ideas to the table
- Excellent communication skills including written, telephone and interpersonal skills
- Basic filming and video editing skills
- Working competency in social media activation and reporting

GENERAL SKILLS & ATTRIBUTES

- Able to work under pressure and to strict deadlines
- Self-motivated and able to work on initiative
- Passionate about people and have a genuine respect for views, talents and expertise of others
- Ability to innovate and inspire with a willingness to take calculated risks and challenge the norm
- Committed to continuous improvement, strive to deliver the best possible outcomes



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



PERSON SPECIFICATION

The following Knowledge, Skills and Attributes, although not essential, would be advantageous:

- Lead by example by contributing to promoting the principles of the EFL:
 - **Everybody Working Together** - We are one team supporting each other and collaborating on our shared goals
 - **Fairness & Equality** - Being consistent and inclusive for everyone - showing respect
 - **Listening & 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



OUR TEAM AT THE EFL IN THE COMMUNITY

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 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.



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 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 conduct a task or deliver a presentation.

STAGE 4 Job offer

Congratulations on reaching this stage!

We look forward to welcoming you to the team.



sky bet
LEAGUE TWO
EFL

sky bet
CHAMPIONSHIP
EFL

sky bet
LEAGUE ONE
EFL

Vertu
TROPHY
EFL

Carabao
Cup
EFL

sky bet
PLAY-OFFS
EFL

sky bet
PLAY-OFFS
EFL

sky bet
PLAY-OFFS
EFL



To submit your application, please apply via the EFL recruitment site: [87 Vacancies - EFL](#)
(English Football League)

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