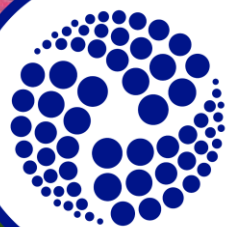


Communications Manager – Researcher and Community PR

Candidate Brief



EFL IN THE
COMMUNITY

CONTRACT:
Permanent

DEPARTMENT:
Communications

REPORTING TO:
Head of Public Relations

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).

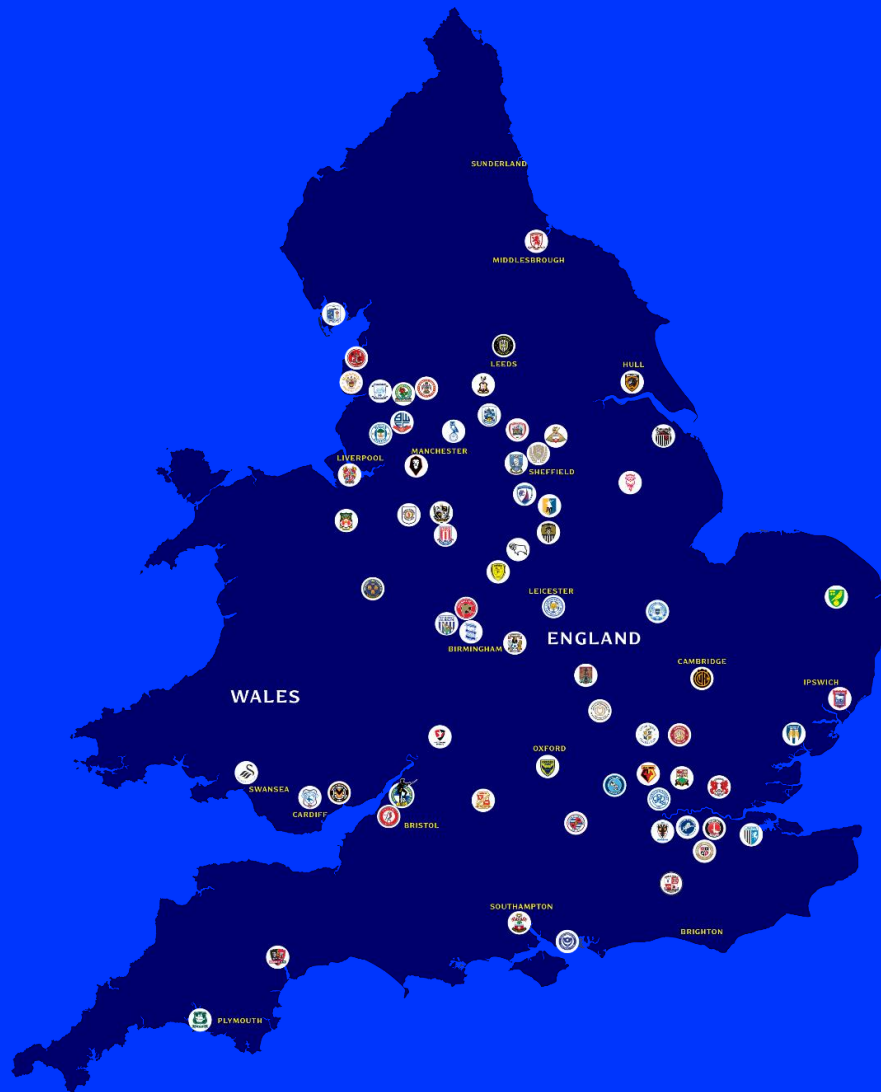
EFL in the Community (formerly the EFL Trust) was established in 2008 to support the groundbreaking work of EFL Football Club charities.

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 Football Club charities each equipped and empowered to address their community's diverse social challenges using the power of football to improve lives

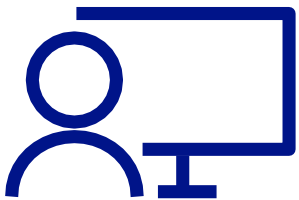
OUR MISSION

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.

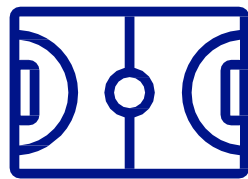
We will collaborate, lead and serve. We will be our network's greatest supporter.

EFL GROWTH TRAJECTORY



AUDIENCE

Highest volume live broadcast output of any UK sport (1,059 live matches per season)



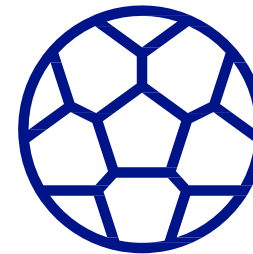
ATTENDANCE

Highest attended sports league in Europe



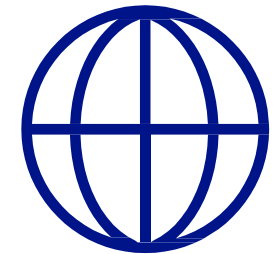
COMMUNITY

Unrivalled nationwide integration across 72 Clubs & communities (online and offline)



PURPOSE

Best in-class EDI provision ('EFL Together' strategy)



GLOBAL

Record international broadcast output plus regional marketing partnerships (including USA)

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

This role will deliver insight for the EFL Communications Team that will support the community narrative within the EFL Communications storytelling strategy and the amplification mission within the EFL in the Community strategy.

The role will sit within the EFL in the Community with significant collaboration and shared expertise with EFL colleagues.



KEY RESPONSIBILITIES

The successful candidate will be expected to research and deliver insight to the EFLitC and EFL Communications Team to support the community narrative and amplification mission along with the following key responsibilities:

STORIES AND RELATIONS

- Researching the network of Football Club charities to understand their culture and impact on their communities
- Collaborating across the EFL in the Community team - particularly in relation to gaining and delivering insight to Income Generation, Enabling Football Club Charity Success and Impactful Programmes
- Using knowledge and insight gained from researching and relationship building with the Club charities to inform projects, participation, storytelling and engagement across the network and organisation
- Develop reporting methodologies and processes to consistently understand and gain insight into Community projects

COMMUNICATIONS AND COLLABORATION

- Work alongside the wider EFL communications team to deliver insight into the stories of the charities to support amplification of their work
- Support the PR team to sell in to media in key periods
- Support the editorial team with written content

FOOTBALL CLUB CHARITY SUPPORT AND OTHER RESPONSIBILITIES

- Develop content for an online tool to support charity storytelling
- Support the Community team to deliver events based around charity teams stories
- Consistently drive engagement and growth for the Football Club charity network through the sourcing of stories that show the good that they do
- Promote both the EFL in the Community Core Values and the EFL Principles
- Ensure Safeguarding is at the forefront of everything you do to promote a safe environment for the organisation, Football Club charities and Clubs
- Contribute to promoting equality, diversity and inclusion as part of the culture of the organisation



PERSON SPECIFICATION – WHO WE ARE LOOKING FOR

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

KNOWLEDGE & UNDERSTANDING

- Ideally hold an undergraduate degree in a relevant research, communications or business field or equivalent experience or qualifications
- Good knowledge of the football and/or the sport charitable landscape
- A keen eye for a story
- An understanding of the power of storytelling and how it drives participation and engagement
- Understanding of Data Protection, specifically the UK GDPR
- An understanding of Safeguarding, particularly in a sporting and charitable setting, would be advantageous

TECHNICAL SKILLS

- Competent in researching human interest and news stories ideally within a sporting or charitable setting
- Strong multi-platform and written skills
- Great interpersonal and communication skills – able to adapt communication styles to suit both internal and external colleagues and stakeholders at all levels
- Fantastic reporting and documentation skills



GENERAL SKILLS AND ATTRIBUTES

- An excellent relationship builder – able to build and maintain relationships with a wide array of charities and club contacts and understand their needs
- Organised and self-driven – able to work independently and as part of the wider team as and when required
- A passion for sport and charity and a deep understanding of the value they bring to local communities
- Embody and promote the EFL in the Community Values:
 - We are passionate about people
 - We listen to learn
 - We continually improve
 - We lead by example.



OUR TEAM AT THE EFL IN THE COMMUNITY

Alongside the key specifications as written down, we recruit for energy, values and commitment – to the EFL in the Community, our Clubs charities and Partners, and to your career.

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 with some of the biggest sporting competitions, sponsorship properties and commercial partnerships in the market.

Our employees are crucial to our success and Equality, Diversity and Inclusion are fundamental elements of building our team. Each of us come from different backgrounds and have an array of qualifications, skills and 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 as well as their understanding of, and responsibilities to, Safeguarding. 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.





TOGETHER

EFL AND EFL IN THE COMMUNITY TOGETHER

EMPLOYEE VALUES

The EFL in the Community team has identified behaviours that we feel support our work and should be at the centre of everything we do:

- We are passionate about people
- We listen to learn
- We continually improve
- We lead by example

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

PRIVATE MEDICAL INSURANCE -

Everyday Health Plan (EHP):

- All employees are automatically enrolled into the EHP (currently provided by Westfield)
- The plan allows you to claim certain amounts per year on various benefits e.g., dental, optical, therapies etc.

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.

MATCHDAY TICKETS – complimentary tickets may be requested for any league club games based on a number of criteria being met

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

SOCIAL EVENTS – the EFL hosts a summer and winter celebration party for all employees along with other local events during the year.

ELECTRIC CAR SCHEME – the EFL has engaged with Octopus to offer the opportunity to lease an electric vehicle through a salary sacrifice arrangement.

LIFE ASSURANCE & INCOME PROTECTION INSURANCE – both paid for by the EFL to give you peace of mind.



RECRUITMENT PROCESS

STAGE 1 Submitting your application

To apply for the role, please apply via the following link: [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 create a presentation.

STAGE 4 Job offer

Congratulations on reaching this stage!

We look forward to welcoming you to the team.



To submit your applications, please go to: [Vacancies - EFL \(English Football League\)](#)

eflinthecommunity.com

