

# COMMUNICATIONS MANAGER – CORPORATE PR

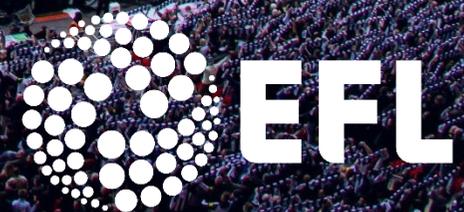
Applicant Brief

**DEPARTMENT:**  
Communications

**CONTRACT:**  
Fixed-Term

**REPORTING TO:**  
Head of Public Relations

**LOCATION:**  
London or Preston



# INTRODUCTION TO THE EFL

“The EFL is about two things – great football competitions and supporting communities 365 days a year”.

## Trevor Birch

EFL Chief Executive Officer.

The English Football League (EFL) is the highest attended football league, and largest single body of professional clubs in Europe.

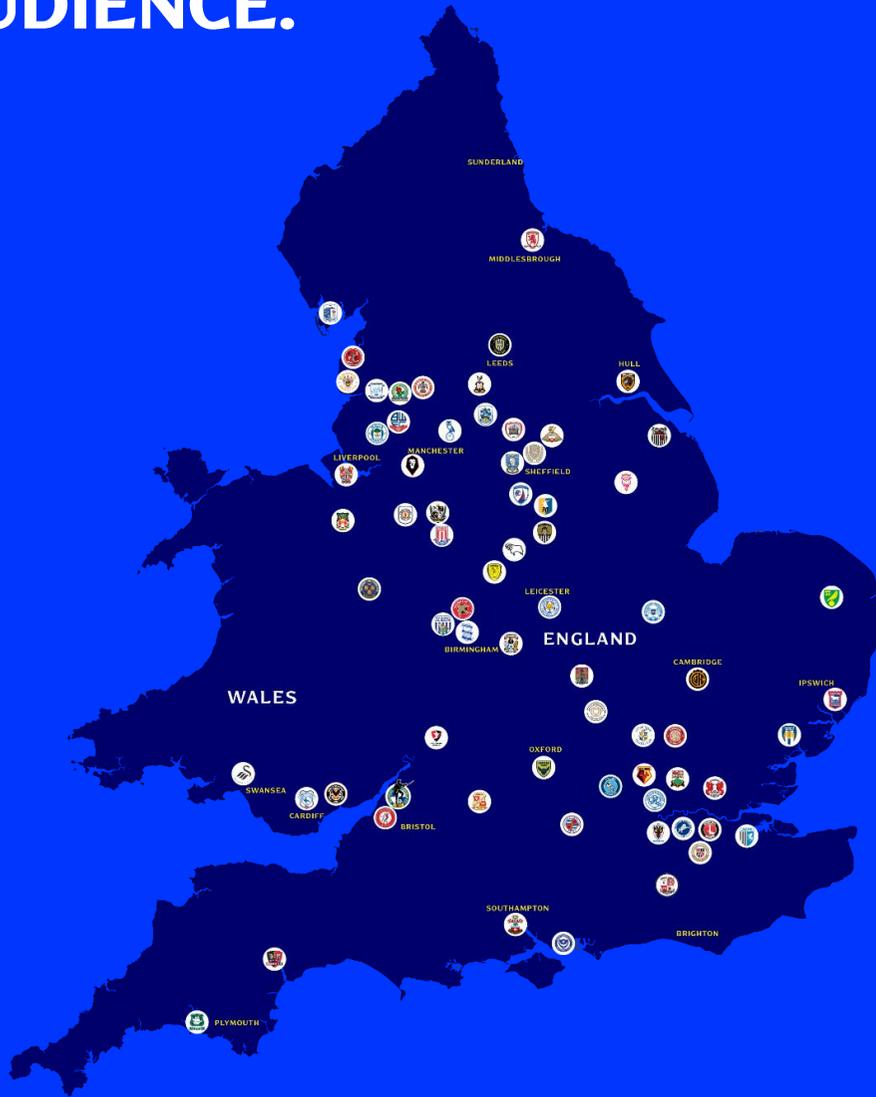
It is responsible for administering and regulating the Sky Bet EFL, Sky Bet Play-Offs, Carabao Cup and Vertu Trophy competitions, plus youth and reserve team football.

A vital part of sporting life, both in the UK and across the globe, the EFL operates some of the world’s most competitive, popular and successful football competitions, acting as part of the fabric of life for millions of fans and families.

EFL Clubs are truly embedded in the hearts of their 72 local communities, spanning the breadth and depth of England and Wales. Away from the match-day, Clubs and Club Community Organisations interact seven days a week, 365 days a year, making a positive contribution to the communities in which they serve.



# LOCAL ACTIVATION ON A NATIONAL SCALE, WITH A GLOBAL AUDIENCE.



**72**

EFL Clubs cover a catchment area of 49.1 million people, 82% of the population of England and Wales



**1,891**

Matches per season including five showpiece finals at Wembley Stadium



**1 IN 4**

Admissions to a UK sporting event are for an EFL organised match



**54%**

Of the UK population will watch EFL football on TV each year



Connected by the EFL's **DIGITAL ECOSYSTEM** of 72 Clubs plus central EFL channels



Broadcast to a global audience of over **440 MILLION** across **193 COUNTRIES**

# OUR PARTNERS

## BROADCAST PARTNER



## TITLE SPONSORS



## OFFICIAL PARTNERS



## OFFICIAL SUPPLIERS & LICENSEES



## OFFICIAL BROADCAST PARTNERS

### UNITED KINGDOM



### INTERNATIONAL





## EFL GROWTH AND THE COMMUNICATIONS TEAM

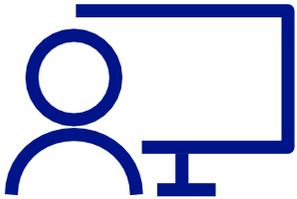
In recent seasons, the EFL has significantly developed and diversified its commercial operation.

Successful implementation of a new commercial strategy has delivered record revenues across the Broadcast, Digital, Partnerships and Licensing verticals.

This includes a groundbreaking domestic broadcast agreement with Sky Sports, a new Americas focused broadcast and marketing partnership with Relevent Sports, and the implementation of the EFL's 'Clubs and Communities' partnership model.

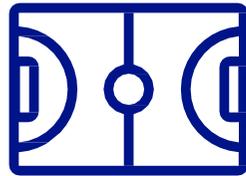
The Communications team is responsible for enhancing and protecting the EFL's reputation and managing the relationships with Clubs, Supporters and policy makers alike, to help keep the EFL's competitions in the public eye.

# 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

Reporting into the Head of Public Relations, the Communications Manager – Corporate PR will assist in the activation of the annual strategic PR plan for the EFL, specifically from a Corporate PR perspective as well as being responsible for all internal and external Corporate PR communications for the EFL.



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# KEY RESPONSIBILITIES

**The successful candidate will be expected to assist in the activation of the annual strategic PR plan for the EFL from a Corporate PR perspective alongside the below Key Responsibilities:**

- In conjunction with the Head of Public Relations, be responsible for the day-to-day narrative and publicising the ongoing story of the EFL, its Member Clubs and FCcs by securing coverage in the national, regional and international media
- Liaise with and present to all Member Clubs to ensure they are fully briefed on all Corporate PR activity
- Activate and manage PR campaigns and projects, especially focused on the areas of Equality, Diversity and Inclusion, Youth Development, Environmental Sustainability and other areas as determined, working closely with key stakeholders internally and externally
- Use of an internal communications strategy to ensure all departments are updated on Corporate PR events and activities
- Think creatively and have an eye for a story to maximise coverage for Corporate PR activity
- Identify targets, objectives and stories for news and sport coverage in regional, national and international media and ensuring these coverage levels are monitored
- Create, develop and maintain effective working relationships with journalists at all levels, both within and outside of the sporting landscape
- Work closely with the Communications Manager – Community PR, in supporting Community PR activities
- Support the Communications Manager – Commercial and Head of Public Relations with commercial activations, promoting competitions and other ADHOC activity as required
- Develop and plan PR activities, campaigns and events that showcase the EFL in a positive manner
- Attend any meetings as required by the Head of Public Relations and/or Chief Communications Officer and contribute to the development of the Communications Department
- Provide cover, guidance and advice to the media function of the Communications Department to ensure a consistent and timely response to internal and external stakeholders

# KEY RESPONSIBILITIES

- Have availability to be part of the Communications Department's on-call rota, which includes availability roughly one weeknight per week outside of regular hours, and one weekend in five for match days
- Promptly make reports to the Head of PR/Team in connection with any matter that may have an ongoing effect on the Communications Department
- Maintain a professional, business-like approach when representing the EFL with both internal and external stakeholders ensuring the reputation of the EFL is maintained and enhanced at all times
- Maintain and develop knowledge and skills relevant for the position of Communications Manager and the Communications Department, including a knowledge of the EFL, its Member Clubs and current issues affecting the League
- Any other duties as identified by the Head of Public Relations



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# PERSON SPECIFICATION

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

## KNOWLEDGE & UNDERSTANDING

- A thorough understanding of the Media and PR industry
- An understanding of the EFL and its 72 member clubs and the wider Football Family
- Trusted relationships with print, online and broadcast media contacts
- Proven knowledge of developing and activating PR plans
- The ability to plan and think strategically
- Knowledge of Microsoft Office packages
- Ideally worked within and understands the sports industry

## TECHNICAL SKILLS

- Working competency within the sports industry
- A degree in a relevant subject or equivalent training, qualifications or experience
- The ability to generate ideas and challenge the status quo whilst considering organisational limitations
- The ability to create, manage and maintain relationships with key internal and external stakeholders
- A track record for meeting and exceeding goals within strict timeframes in a pressurised environment

## GENERAL SKILLS & ATTRIBUTES

- Excellent interpersonal skills, including proven experience of influencing individuals and decision makers at all levels
- Exceptional written and verbal communication skills
- Pro-active approach to day-to-day issues
- 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



## OUR TEAM AT THE EFL

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

Our recruitment process will be rigorous and demanding (but hopefully enjoyable!) and so will our roles. 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. 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

### 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

# EFL OFFICE LIFE

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

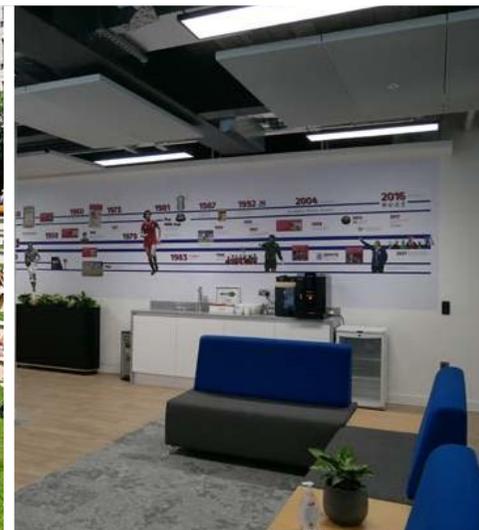
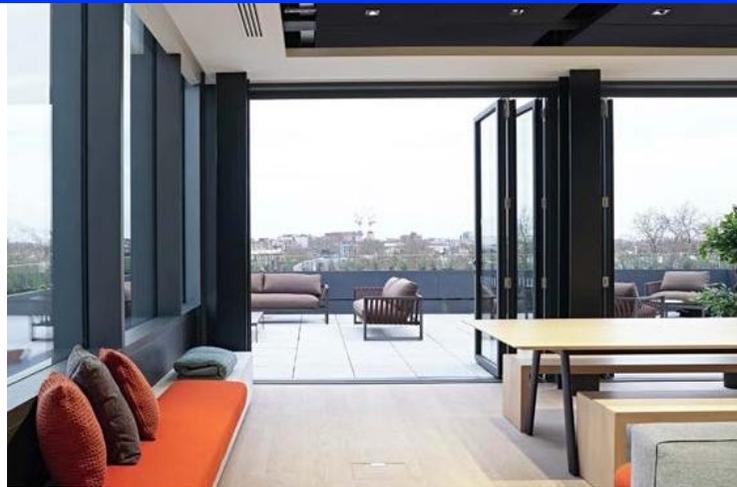
This role can be based in London or Preston, with at least three days per week in the office.

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 an internal kitchen, including coffee machines, fruit bowls, and a large dining area.

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

London Paddington has access to a roof terrace and both Preston and London has showers and changing rooms on site.

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





## 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

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

