

INCOME GENERATION AND INNOVATION MANAGER

Candidate Brief

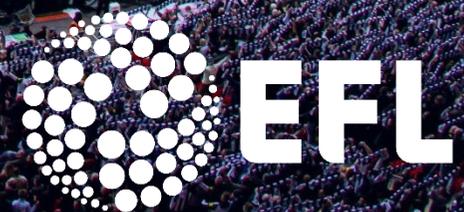


EFL IN THE
COMMUNITY

DEPARTMENT:
Income Generation and
Innovation

REPORTING TO:
Head of Income Generation
and Innovation

LOCATION:
Regional and Remote
(regular travel within an
assigned region)



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

EFL and EFLitC continue to grow. 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 our continued success...

JOB PURPOSE

To strengthen the ability of Football Club charities to identify, develop and secure local and regional funding opportunities through practical, hands-on business development and bid support.

The role operates within the Income Generation & Innovation function and contributes to delivery of the wider funding strategy through regional and place-based engagement.

We are looking for two roles to be filled, each with a defined regional focus to ensure accessibility, relationship depth and responsiveness.



KEY RESPONSIBILITIES

LOCAL & REGIONAL INCOME DEVELOPMENT

- Proactively identify, assess and prioritise local and regional funding opportunities aligned to Club charity capacity and need
- Support Club charities to develop and submit high-quality funding applications
- Assist Club charities to move from small, one-off grants towards more sustainable, multi-year funding
- Support the development of place-based or collaborative consortia where this strengthens funding potential
- Encourage forward planning and pipeline management rather than reactive bid submission

BID DEVELOPMENT & READINESS SUPPORT

- Provide practical support including reviewing draft applications, strengthening narrative responses and supporting budget development
- Ensure funding applications clearly articulate need, outcomes, impact and value for money
- Support learning and reflection from unsuccessful bids
- Contribute to shared templates, guidance and tools to improve consistency across the network

REGIONAL RELATIONSHIP MANAGEMENT

- Build strong working relationships with Club charity CEOs, senior managers and funding leads
- Develop an understanding of local context, strategic priorities and capacity across assigned geography
- Broker connections between Club charities where shared learning or collaboration is beneficial
- Support Club charities to strengthen relationships with local partners (e.g. local authorities, trusts, health bodies and education providers)

FUNDRAISING ENABLEMENT

- Support Club charities to consider how unrestricted income or local fundraising can strengthen funding bids
 - Share effective approaches to match funding and co-funding
 - Ensure consistency in how funding contributions are positioned within applications
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PERSON SPECIFICATION – WHO WE ARE LOOKING FOR

KNOWLEDGE & UNDERSTANDING

- Strong professional competency in fundraising, grant development or business development within the charity, public or voluntary sector
- Educated to degree level or equivalent professional experience
- Evidence of continued professional development in fundraising or business development desirable
- An understanding of bid writing and how to support and train others with bid writing

TECHNICAL SKILLS

- Demonstrable track record of developing and securing funding from local and/or regional funders
- Skill in preparing and reviewing funding budgets and costings
- Ability to manage multiple funding opportunities simultaneously
- Strong written communication skills and attention to detail
- Able to build and maintain effective stakeholder relationships, including with senior managers

ATTRIBUTES

- Practical, solution-focused approach to projects and problems
- Strong organisational skills and ability to manage a funding pipeline
- Analytical, able to assess funding fit and feasibility
- Confident engaging with senior stakeholders
- Collaborative and relationship-led
- Comfortable operating within a matrix structure
- Able to work independently in a hybrid/home-based environment
- 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**

DESIRABLE

- Experience within sport for development, community sport or youth services
 - Understanding of the Football Club charity landscape
 - Experience operating across multiple organisations or regions
 - Knowledge of statutory, trust and foundation funding environments
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OUR TEAM AT THE EFL IN THE COMMUNITY

Alongside the key skills, knowledge 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 your role. In return, we offer honesty, integrity, and a unique opportunity to work within an exciting, and ever changing, organisation.

Our employees 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

EFL in the Community 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

EFL in the Community 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.





T  **GETHER**

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 at the EFLitC](#)

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 at the EFLitC](#)

eflinthecommunity.com