

INSIGHT & IMPACT COORDINATOR



DEPARTMENT:
Insight & Impact

REPORTING TO:
Head of Insight & Impact

LOCATION:
UK hybrid - offices in
Preston/London



INTRODUCTION TO EFL in the COMMUNITY (EFLitC)

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 reported improved readiness for work through education and training

77%

Participants reported improved mental health

95%

Participants 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 Club Community Organisations.

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/EFLitC GROWTH TRAJECTORY



AUDIENCE

Highest volume of live broadcast output of any UK sport (1,050 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 EFLitC's continued growth...

JOB OUTLINE

Coordinating the delivery of monitoring, evaluation and learning data for EFL in the Community (EFLitC) programmes, the Insight and Impact Coordinator will lead on promoting impactful programmes through the effective implementation of robust monitoring, evaluation and learning methodologies, accurately exposing the impact that EFLitC programmes have within the communities in which they are delivered.

This will be achieved through the application of EFLitCs Monitoring, Evaluation & Learning (MEL) Policy; the creating and embedding of strong monitoring and evaluation plans; the development and delivery of training materials; the engagement with stakeholders; and the collection, coordination and analysis of a range of data to help tell the story of EFLitC and the network's impact.



KEY RESPONSIBILITIES

MONITORING & EVALUATION

- Develop and maintain EFLitCs Monitoring, Evaluation & Learning (MEL) Policy and process, ensuring these remain in alignment with key agencies and stakeholders and apply up to date research methodologies
- Train and develop EFLitC staff on MEL Policy requirements through the creation of clear resources, templates, and training in the areas of monitoring, evaluation and learning, embedding an efficient process for setting up data collection requirements for EFLitC programmes
- Lead on the effective monitoring and evaluation of all EFLitC commissioned programmes, ensuring the organisation's policy, framework and toolkits are embedded; data collection plans are developed; internal and external stakeholders are engaged; and tasks are delegated efficiently to colleagues
- Monitor project progress regarding data through the completion of regular data audits, identifying any potential risks and proactively implementing mitigation strategies and leading on these actions through the facilitation of reviews and effective delegation
- Analyse quantitative and qualitative data, using descriptive and inferential methods, as well as thematic analysis, respectively, to form valuable conclusions from datasets, using software, such as SPSS and NVIVO, to do so
- Input into funding opportunities by conducting literature reviews and scoping exercises to take into account government priorities and policy development; providing internal or external insight data; writing answer responses for MEL related questions; and engaging in funding opportunity interviews

PROACTIVE & PASSIONATE

- Independently create logic models, theories of change, outcomes surveys and toolkits for programmes, ensuring alignment with external agencies and stakeholders
- Facilitate meetings with internal and external staff to ensure data requirements are clearly communicated
- Keep up to date with programme/funder data requirements through the continual engagement with funding partners and their relevant data teams, ensuring that all changes are communicated effectively
- Lead on the submission of accurate and timely data to a range of stakeholders, effectively delegating and managing actions to ensure the production of usable, informative reports
- Lead on the production of annual programme impact reports ensuring a quality outward facing document is produced. This includes facilitating meetings, delegating tasks, analysing data and inputting results, verifying progress, and providing feedback to colleagues
- Lead on the management of the Salesforce system for EFLitC and be responsible for maintaining and growing the relationship and processes between EFLitC and the system owners
- Build relationships with external research organisations or agencies, such as universities, other charitable organisations, or research agencies

KEY RESPONSIBILITIES

SUPPORT & GUIDANCE

- Work with the wider EFLitC team to devise an efficient process for embedding MEL for newly commissioned programmes
- Provide support, advice and guidance to Football Club charity staff and other external stakeholders on the required methodologies and data collection processes for EFLitC programmes, through the development and delivery of programme learning series, guidance toolkits and templates
- Be outward facing, representing EFLitC in external stakeholder engagements (such as: funding interviews, contract planning meetings, and data presentations) being able to confidently and clearly explain our data collection methodologies and findings
- Present complex information in the form of understandable reports, tables and graphs for both expert and non-expert audiences, effectively pulling out key findings and making clear, evidence-backed recommendations
- Verbally present findings and deliver presentations to internal and external audiences, such as senior managers, Board, network staff, and funding partners, explaining clearly the methodologies employed and the findings gathered, confidently answering questions received
- Support the Insight & Impact Development Manager embed a learning culture by generating and maintaining an insight and learning repository, that includes internal and external insight and learning that can be used for funding opportunities and strategic decision making



WHAT 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

- Hold an undergraduate degree or equivalent experience in a relevant field/subject
- Strong knowledge of quantitative & qualitative data analysis techniques and designing evaluations appropriate to the evaluation task, including demonstrable skill using SPSS to analyse datasets
- Understanding of policy contexts and government priorities in planning evaluations
- In-depth knowledge of data collection and management techniques to ensure datasets remain clean and usable with advanced Microsoft Excel skills to create performance management dashboards and reports
- Understanding of Data Protection, specifically the UK GDPR
- Knowledge of relevant insight databases, websites or tools for gathering local area insight data or conducting in-depth literature reviews
- Holding a postgraduate degree in a relevant subject containing social research method content or any additional research method training qualifications would be advantageous

TECHNICAL SKILLS

- Strong understanding of research ethics, good practice guidelines and government guidance for research and evaluation
- Strong knowledge of evaluation types and methodologies and when to apply each
- Able to identify and define core analytical questions and devise the most appropriate evaluation methods and approaches to address these questions, considering time and resource constraints
- Demonstrably competent in the usage of data planning techniques, including logic models and theories of change
- Skill in analysing qualitative data through thematic analysis, and quantitative data through descriptive and inferential methods, using SPSS
- Previous experience successfully coordinating research or evaluation projects
- Excellent impact report writing skills with the ability to clearly and concisely communicate findings through writing to expert and non-expert audiences
- Preferably have evidence of continuous professional development in impact measurement via CPD approved training courses and professional webinars
- Ability to work independently and develop own programme of work to produce high quality outputs on time



WHAT WE ARE LOOKING FOR

ATTRIBUTES

- Clear and confident in communicating both verbally and in writing to expert and non-expert audiences
- A relationship builder, able to build and maintain valuable and influential relationships with stakeholders
- A dynamic presenter, able to clearly present findings to senior leaders or external stakeholders verbally in a formal presentation format
- Competency in coordinating multiple evaluations simultaneously
- An excellent communicator who can explain monitoring, evaluation and learning requirements to non-expert audiences through written or verbal formats
- A quick learner, able to understand CRM systems for monitoring project performance against KPIs, such as Salesforce
- Ability to work independently and develop own programme of work to produce high quality outputs on time
- Able to work under pressure in a fast-paced, dynamic environment and be agile and adaptable to change
- Innovative and inspiring, with a willingness to take calculated risks and challenge the norm
- Lead by example by contributing to promoting the Values of EFLitC:
 - We are passionate about people
 - We listen to learn
 - We continually improve
 - We lead by example

KEY RELATIONSHIPS

The key internal and external relationships for the Insight & Impact Coordinator to hold and develop are as follows:

INTERNAL:

- Head of Insight & Impact
- Insight & Impact Development Manager
- Business Head of Community Programmes and Operations
- Director of Community
- The Heads of within EFLitC
- Project Managers
- Specialist leads
- Commercial Team
- Communications and Marketing Team

EXTERNAL

- Football Club Charities
- Charity partners
- Research agencies
- Funders
- Stakeholders





OUR TEAM AT THE EFL & EFLitC

The EFL & EFLitC offers a unique opportunity to work with some of the biggest sporting competitions, clubs, commercial partnerships and media in the market.

We look for the best people who approach their work with energy, excellence and commitment.

Our employees are crucial to our success and Equality, Diversity and Inclusion are fundamental elements of building our team.

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

SAFEGUARDING

The EFL/EFLitC 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/EFLitC 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 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 and 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 achievements – like passing an exam or completing a course
- We celebrate personal moments too (if employees are happy to) – like marriage celebrations and new babies!
- 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 our **10% non-contributory** pension scheme with Aviva

HEALTH

Everyday Health Plan (EHP):

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

Private Medical Insurance (PMI):

- This is an opt-in private medical insurance just for you – that the EFL/EFLitC will pay for (currently provided by Vitality)
- Dependants can also be added to at your cost

MATCHDAY TICKETS

Complimentary tickets for league Club games

FINALS

A chance to attend our Wembley finals to watch or to help

SOCIAL EVENTS

We host a summer and winter celebration for all employees

ELECTRIC CAR SCHEME

We have engaged with Octopus to offer the opportunity to lease an electric vehicle through salary sacrifice

LIFE ASSURANCE & INCOME PROTECTION INSURANCE

Both paid for by us to give you peace of mind



RECRUITMENT PROCESS

STAGE 1

Submitting your application

To submit your application please go to
<https://irecruit.efl.com/vacancies>

STAGE 2

First-stage interview

You may be invited to a face-to-face 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

If successful in the first stage, 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!

We look forward to welcoming you to the team.





To submit your application, please go to <https://irecruit.efl.com/vacancies>

eflinthecommunity.com

