

INSIGHT & IMPACT DEVELOPMENT MANAGER



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).

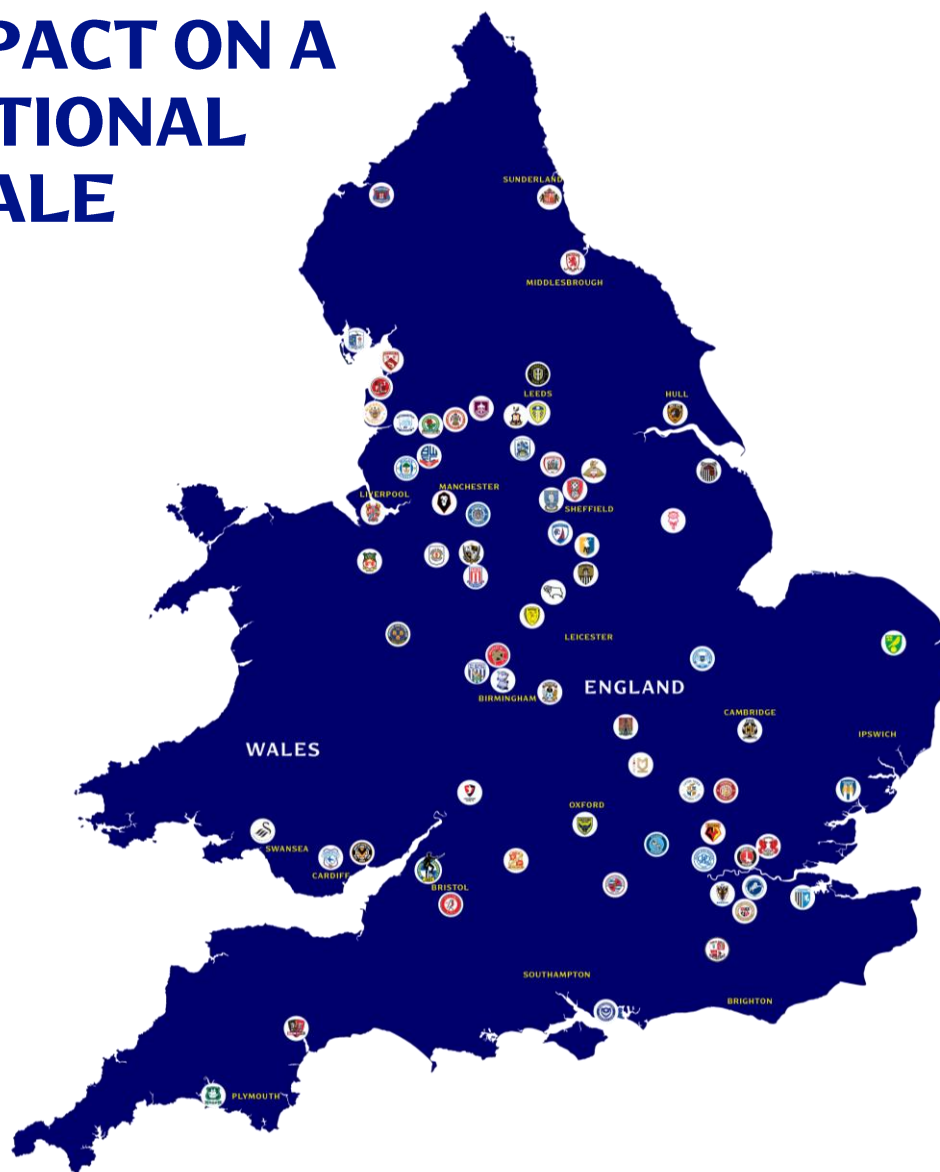
EFL in the Community (formerly the EFL Trust) was established in 2008 to support the groundbreaking work of EFL Football Club charities.

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's 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 the EFLitC's continued growth...

JOB OUTLINE

The Insight and Impact Development Manager will lead on enabling Football Club charity success by supporting Club charities to embed strong impact measurement processes within their organisations, growing capabilities and capacities across the network.

They will provide advice, guidance and support to the network through the development of tools and resources, the creation of learning materials, the facilitation of learning spaces, and the delivery of training in relation to monitoring, evaluation and learning. They will equip the network and EFLitC colleagues with the necessary knowledge, skills and capabilities to embed strong, robust and consistent monitoring, evaluation and learning techniques across their programmes and organisations.



KEY RESPONSIBILITIES

FOOTBALL CLUB CHARITY SUPPORT

- Engage with the network to identify needed support in monitoring, evaluation and learning, generating a Monitoring, Evaluation & Learning (MEL) Action Plan that promotes network success for this area of work
- Develop tools and resources for the network to utilise to create network consistency and encourage the development of capabilities for MEL, supporting the network and EFLitC to apply this within their organisations
- Responsibility for maintaining and updating the Insight & Impact App as an information sharing resource, ensuring the network have access to the most up to date resources and information, promoting a learning culture
- Provide advice, support and guidance to the network for their internally developed and commissioned programmes to support strong data collection for all network programmes and promote growth of knowledge
- Support the Head of Insight & Impact in the development, implementation and continuous improvement of the overall Insight & Impact Strategy
- Support the Insight & Impact Coordinator and the wider EFLitC team with the analysis of data (quantitative and qualitative) and the creation of annual programme impact report
- Lead on the contribution to funding opportunities, in partnership with the Insight & Impact Coordinator, through written responses to MEL related questions and engaging in funding opportunity interviews
- Engage in external monitoring, evaluation and learning working groups or other external opportunities, representing EFLitC positively

LEADERSHIP & EXPERTISE

- Lead on the delivery of the MEL Action Plan, providing a range of support to the network based on identified need. This includes, individual, group and network wide support
- Lead on the development and embedding of the Monitoring, Evaluation & Learning (MEL) Framework and Toolkit, supporting the network to apply this within their organisations
- Lead on supporting the network in understanding the impact measurement requirements for the Capability Code or Practice (CCOP)
- Support the Head of Insight & Impact with the delivery of the MEL Community of Practice and other collaboration and best sharing opportunities for the network
- Support the Head of Insight & Impact and the Head of Marketing & Communications with the delivery of the “Measuring Impact of EFL Clubs in the Community” national impact report
- Build external relationships in the field of monitoring and evaluation, positively representing EFLitC’s Insight & Impact Team
- Provide support, advice and guidance to the Insight & Impact Coordinator on a day-to-day basis, providing upskilling and development opportunities to support continual improvement within the Insight & Impact Team
- Upskill the wider EFLitC team on impact measurement processes and how to embed MEL to support organisational development and understanding

KEY RESPONSIBILITIES

CONTINUOUS IMPROVEMENT, GROWTH & BEST PRACTICE

- Provide a range of training and learning opportunities to the network in monitoring and evaluation, supporting them to embed strong and consistent impact measurement processes within their organisation
- Create and facilitate best practice sharing, learning and collaboration opportunities for the network to engage and learn from each other
- Keep up to date on monitoring and evaluation methodologies, guidance and recommendations from key stakeholders, such as national government, partners, and research agencies
- Ensure up to date methodologies remain embedded in EFLitC work and that updates are cascaded across the organisation and network
- Implement a peer-review process with the Insight & Impact Coordinator, providing guidance and feedback to support their development and ensuring alignment across insight and impact workstreams
- Support the Insight & Impact Coordinator in establishing organisational processes for MEL, working with the wider EFLitC team to embed MEL from the outset for commissioned programmes
- Seek out further development opportunities for the network and EFLitC in relation to MEL
- Build relationships with external research organisations or agencies, such as universities or other charities to support collaboration and continuous improvement



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
- Advanced knowledge of developing monitoring and evaluation frameworks and toolkits to measure impact
- Demonstrable success developing and implementing monitoring and evaluation frameworks and toolkits to measure impact
- Experience delivering learning and training packages to non-expert audiences
- In-depth knowledge of data collection and management techniques to ensure datasets remain clean and usable including advanced knowledge of SPSS and its use for analysing datasets and Microsoft Excel for performance reporting
- Strong understanding of policy contexts and government priorities in planning evaluations and of using analysis to influence policy, programme development or funding decisions
- Strong understanding of Data Protection, specifically the UK GDPR
- Knowledgeable of publication requirements for journals and/or other publication methods
- Holding a postgraduate degree in a relevant subject containing social research method content or 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
- Advanced knowledge of evaluation types and methodologies and when to apply each
- Demonstrably competent in data planning techniques, such as logic models, theories of change, and monitoring and evaluation plans
- Advanced technical knowledge of quantitative & qualitative data analysis techniques and in designing evaluations appropriate to the evaluation task, including demonstrable skill using SPSS to analyse datasets
- Strong skills and experience in analysing qualitative data through thematic analysis
- Preferably have evidence of continuous professional development in impact measurement via CPD approved training courses and professional webinars
- An eye for detail, able to produce work with minimal errors and to high standards, with strong proof-reading capabilities



WHAT WE ARE LOOKING FOR

ATTRIBUTES

- An excellent communicator and teacher who can train, upskill, and develop others, providing tailored support to individuals or groups and with strong verbal and written communication skills
- A leader, ideally with prior experience in a Team Leader role
- A strong people development approach - providing support, advice and guidance to junior employees or non-expert colleagues to support their development and growth
- A good trainer, able to create and deliver clear and concise training and development packages to expert and non-expert audiences
- A relationship builder, able to build and maintain valuable and influential relationships with stakeholders
- Able to work independently and develop own programme of work to produce high quality outputs on time
- Personable, able to develop constructive working relationships with internal colleagues and external stakeholders
- 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 Coordinator
- 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

