

# Head of Projects & Participation



**DEPARTMENT:**  
Projects & Participation

**REPORTING TO:**  
Business Head of Community  
Programmes & Operations

**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...

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## JOB OUTLINE

The Head of Projects & Participation will lead the EFLitC's approach to all projects and programmes, aiming to grow the involvement and improve the lives of the communities that the FCc's serve. This role will support the network of FCc's to improve its programmes to directly address inequalities, enhancing the quality of life and opportunities within EFL communities.

As well as managing and leading on all projects and programmes, the Head of Projects & Participation's goal will be to improve participation in communities, working with our FCc's through innovative and impactful projects and programmes. This role will be key to working with the FCc's to facilitate participation and help contribute towards our commitment to Sport England to get more people more active and contribute to reducing societal inequalities.





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# KEY RESPONSIBILITIES

**The successful candidate will be expected to be responsible for the following:**

## FOOTBALL CLUB CHARITY SUPPORT

- Lead and develop impactful and innovative programmes that respond to the needs of EFL communities
- Support FCc's to develop innovative programmes that respond to the challenges and issues faced in EFL communities related to health, community cohesion and education and employability
- Oversee the University of South Wales programme and its delivery, maintaining key relationships and improving the programme outcomes year-on-year
- Identify and share innovation and best practice across the network
- Leading on and consistently improving upon projects being managed and delivered
- Managing the delivery of bespoke projects and coordinating with the Education and Employability Manager, Partnership Relationship Managers and Sports Development and Participation Managers to ensure the best possible use of resources throughout the Projects and Participation team
- To keep the current project and programmes delivered relevant and in line with the needs of EFL FCc communities

## LEADERSHIP & EXPERTISE

- Support the Partnership Relationship Managers to maintain and build on key relationships with partners and stakeholders
- Work with the Business Head of Community Programmes and Operations and other 'Heads of' to deliver the Sport England vision and key goals associated with our System Partnership
- Support a culture across the organisation of co-design and co-production to create person-centred programmes
- Work with the Head of Income Generation to ensure sustainability of funding streams for key projects and programmes
- Work with the Head of Insight and Impact at the start of programmes and projects to identify key outcome measures and the required data collection
- To horizon-scan for new projects and programmes, working closely with the Supporting FCc's team and the Head of Income Generation and Innovation
- Work with the Education and Employability Manager to lead and develop education and employability programme opportunities that align with the needs of FCc's

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# 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

- A great knowledge of the charity, sport, health, participation, cohesion & education and employability sector and how to appeal to communities to get involved in programmes
- Committed to understanding and listening to the needs of the FCC network
- An understanding of the practicalities of delivering projects and programmes in the charitable sector
- Understands the wider football landscape, the reach EFL Clubs have within their local communities and how to maximise that potential
- Ideally educated to Degree level or equivalent within a relevant subject

## TECHNICAL SKILLS

- Demonstrable competency as a leader within a charitable organisation
- Able to develop and deliver innovative projects with and to a large and diverse stakeholder base
- Demonstrable competency in project financial management across a wide-ranging portfolio
- Excellent leadership and people management skills
- Strong skill in the use of Microsoft software and packages including Excel
- Fantastic organisational and time management skills
- Excellent interpersonal skills, able to influence decision makers at a senior level

## ATTRIBUTES

- A strong relationship builder, who can gain the trust and buy-in of multiple people, from FCCs and partners to employees of the EFLitC
- An exceptional leader, who can empower those under their leadership to deliver the absolute best
- A natural problem solver who can plan projects from a proactive approach but can react to issues as and when presented
- Lead by example by contributing to promoting the Core Values of the EFLitC:
  - **We are passionate about people**
  - **We listen to learn**
  - **We continually improve**
  - **We lead by example**





## 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 apply via  
<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 apply via <https://irecruit.efl.com/vacancies/>.

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[eflinthecommunity.com](https://eflinthecommunity.com)

