

Senior Communications Manager – Commercial

Candidate Brief

DEPARTMENT:
Communications

REPORTING TO:
Head of Public Relations

LOCATION:
London



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.

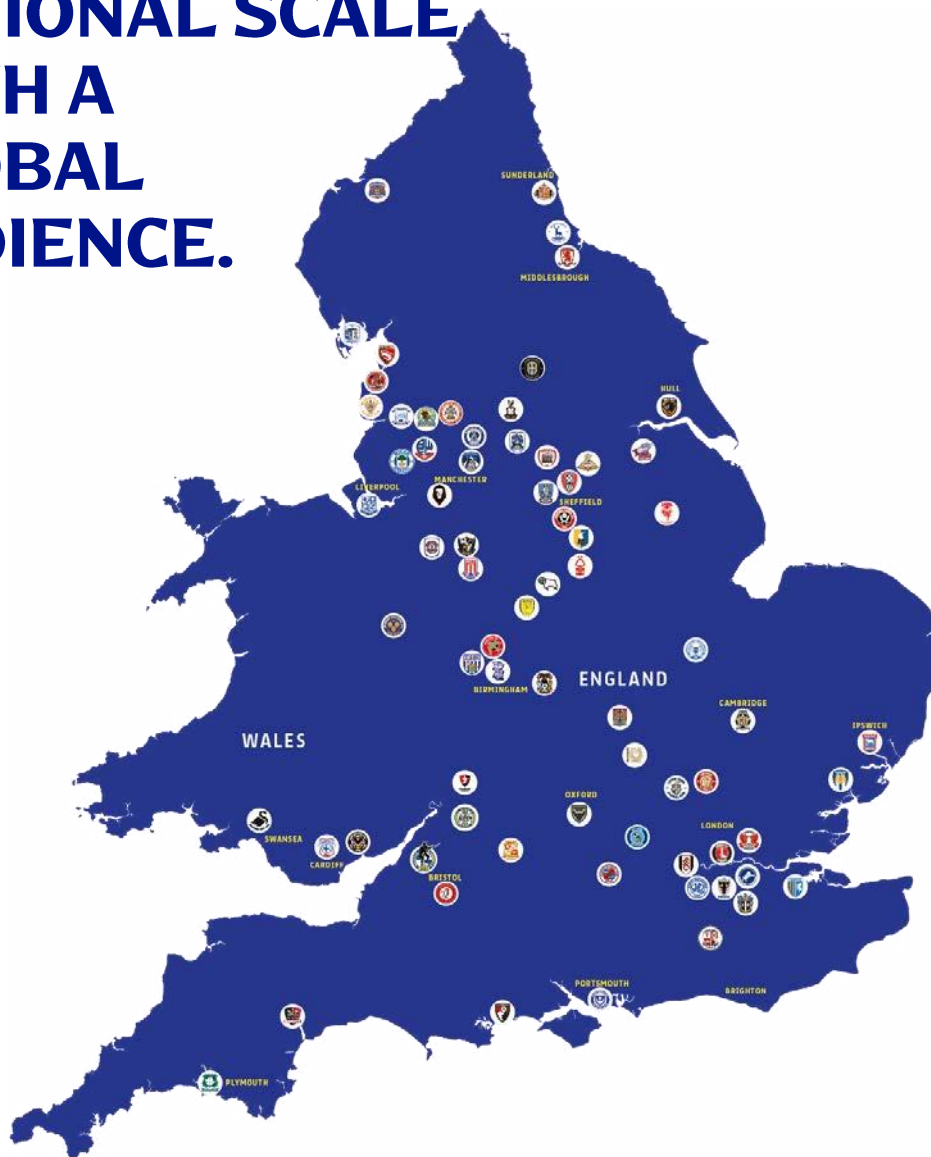
It is responsible for administering and regulating the Sky Bet EFL, Sky Bet Play-Offs, Carabao Cup and Vertu Trophy competitions, plus youth and reserve team football.

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 46.7 million people, 80% 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 **400 MILLION** across **187 COUNTRIES**



COMMUNICATIONS TEAM

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.

The Team is made up of:

- Media & PR
- Fan Engagement
- Content

This role sits and operates within the Media and PR vertical based in Preston but collaborates and works alongside the Commercial Team based in London.

EFL 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)

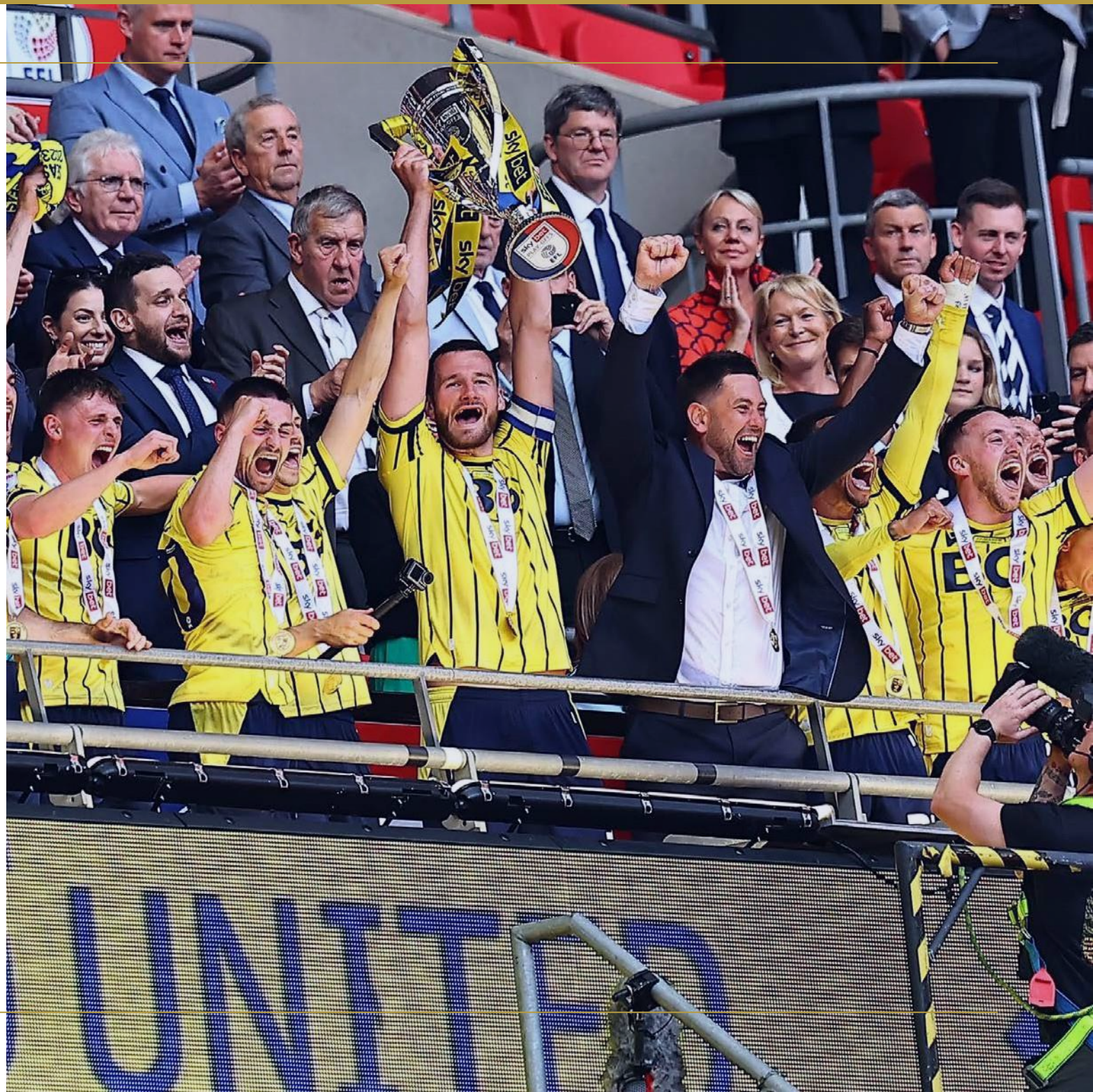
GLOBAL

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 EFL's continued growth...

JOB PURPOSE

Reporting into the Head of Public Relations, the Senior Communications Manager – Commercial will assist in the activation of the annual strategic PR plan for the EFL, specifically from a Commercial perspective, inputting into the overall Communications strategy.



KEY RESPONSIBILITIES

- Working with the Head of Public Relations and wider Communications and Commercial Team, be responsible for the day-to-day narrative and publicising of the ongoing story of the EFL, its Member Clubs and the Football Club charities by securing coverage across football and non-football broadcast, digital and print media (regionally, nationally and internationally)
- Play an instrumental role in developing and managing the League's relationship with broadcast partners, both domestically and internationally
- Maintain a strong focus on the commercial side of the organisation by supporting all PR, media and communications activity
- Take the lead on developing and delivering PR and Commercial partner activations and communications in conjunction with colleagues from the Commercial Team, partners and their agencies
- Support the Commercial Team in respect of PR and communications for fan engagement and marketing initiatives such as Fantasy EFL
- Collaborating with external agencies (communications, PR and talent based), writing briefs and roving support as appropriate
- Contribute to the internal communications action plan to make sure all departments are updated on commercial activity
- Liaise with, and be present to, all member Clubs to make sure that they are fully briefed on all commercial and campaign activity
- Identify targets and objectives for news and sport coverage in regional, national and international media making sure that this coverage is monitored
- Develop and deliver comprehensive reports that include key metrics and campaign results
- Build, develop and maintain effective working relationships with journalists at all levels, including those outside of the football and sporting environment
- Effectively communicate and manage stakeholders in respect of the EFL's Commercial activity
- Offer support and development to members of the Communications Team, Commercial Team and wider EFL for all matters within your expertise and relating to communications from a commercial perspective
- Develop and plan the public relations communication strategy for partner events that showcase the EFL in a positive manner to fans and commercial partners

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 successful track record of working in a similar role at a mid to senior level in a high-profile business where there are multiple stakeholders
- A commercially focused mind– ideally with some PR agency experience at a relevant level
- Ideally worked within and understands the sports industry
- A strongly developed network of media contacts
- An understanding of the EFL and its 72 member clubs and the wider Football Family

TECHNICAL SKILLS

- Proven competency in developing and activating communications strategies and plans
- Exceptional communication and presentation skills, able to communicate fluently to all levels of the business internally and externally
- A track record for meeting and exceeding goals within strict timeframes in a pressurised environment
- Advanced knowledge and experience of Microsoft Office packages
- A degree in a relevant subject or equivalent training, qualifications or experience

ATTRIBUTES

- Able to facilitate and lead meetings with high profile stakeholders, internally and externally
- Infectious enthusiasm and creativity – bringing new ideas to the table
- A natural problem solver, who is able to think strategically and with foresight
- Willingness to work occasional evenings and weekends
- 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

The EFL 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. Each of us has 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

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.

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.

Private Medical Insurance (PMI):

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

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

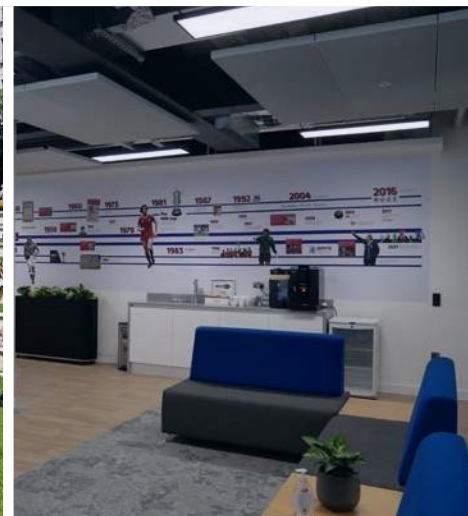
The EFL's Head Office is in Preston, and Commercial Office in London.

This role is based in London, with at least three days per week in the office.

In April 2024, we moved into a new custom-fitted office at 50 Eastbourne Terrace in Paddington.

Located directly opposite London Paddington station, staff benefit from proximity to national and local travel links, the leisure, retail and dining options of Paddington Basin, and the green space of Hyde Park only a short walk away.

The office building also has a roof terrace, a range of meeting, work and social spaces, plus showers and changing rooms on site.





RECRUITMENT PROCESS

STAGE 1 Submitting your application

To submit your application please apply at
<https://irecruit.efl.com/vacancies/>.

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 application please apply via the EFL's iRecruit application service at <https://irecruit.efl.com/vacancies/>

efl.com

