

CLUB EDUCATION MANAGER

Candidate Brief

CONTRACT TYPE:
12-Month Fixed Term
(Maternity Cover)

DEPARTMENT:
Inclusion

REPORTING TO:
Senior Inclusion Manager

LOCATION:
EFL House, Preston



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.

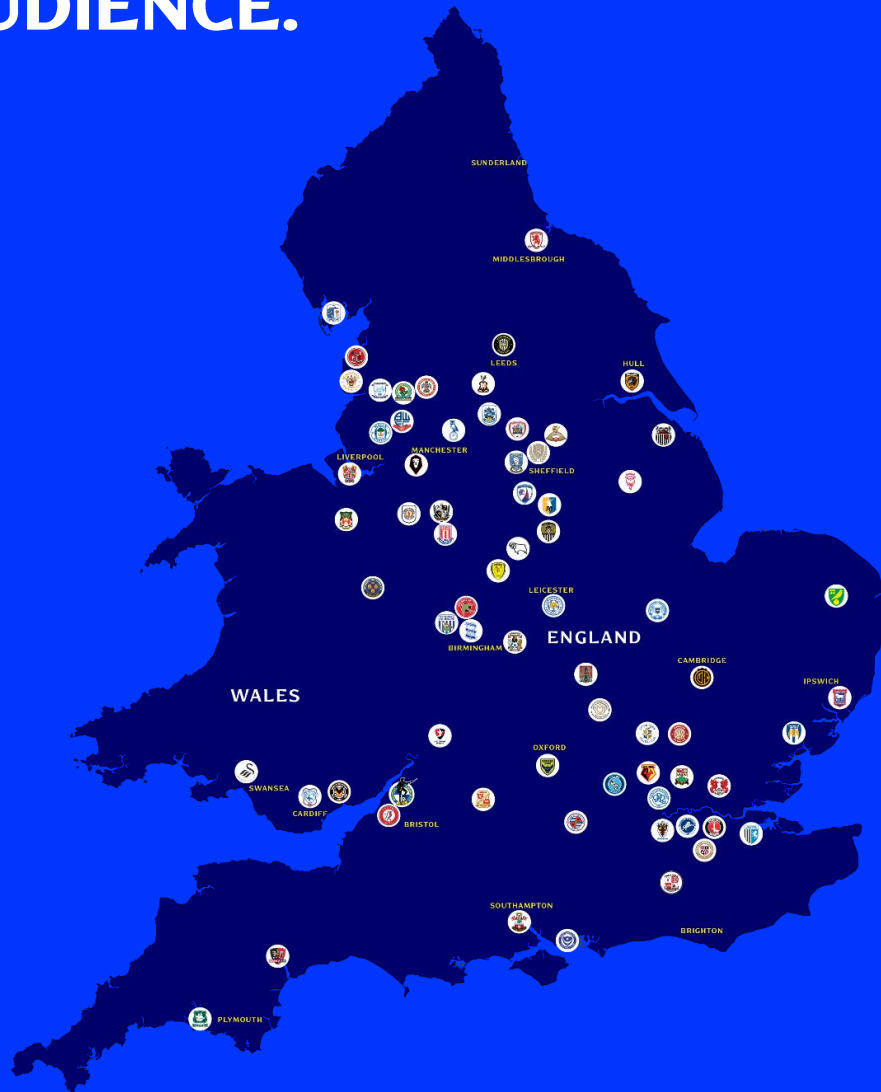
It is responsible for administering and regulating the Sky Bet EFL, Sky Bet Play-Offs, Carabao Cup and Vertu Trophy competitions, plus youth and reserve team football.

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 Football Club charities interact seven days a week, 365 days a year, making a positive contribution to the communities in which they serve.

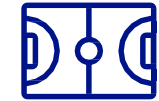


LOCAL ACTIVATION ON A NATIONAL SCALE, WITH A GLOBAL AUDIENCE.



72

EFL Clubs cover a catchment area of 49.1 million people, 82% 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
440 MILLION
across
193 COUNTRIES

OUR PARTNERS

BROADCAST PARTNER



TITLE SPONSORS



OFFICIAL PARTNERS



OFFICIAL SUPPLIERS & LICENSEES



OFFICIAL BROADCAST PARTNERS

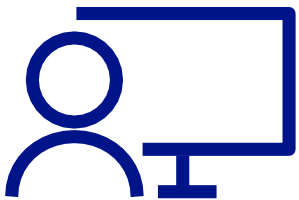
UNITED KINGDOM



INTERNATIONAL

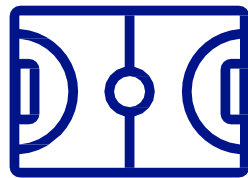


EFL GROWTH TRAJECTORY



AUDIENCE

Highest volume live broadcast output of any UK sport (1,059 live matches per season)



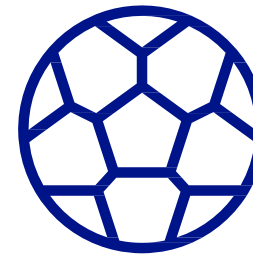
ATTENDANCE

Highest attended sports league in Europe



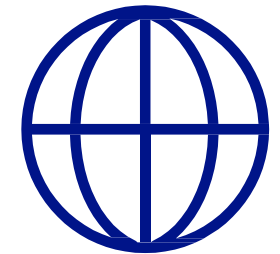
COMMUNITY

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...



THE INCLUSION TEAM

In August 2022 the EFL launched its 'Together' strategy which aims to provide its Clubs and Communities a pathway to their own EDI journey in which the EFL can fully support and guide to allow for the achievement of its outcomes in a consistent and meaningful way.

The Together Strategy cannot be achieved by the EFL alone in isolation. To remove all barriers across the sport and achieve its overall mission and vision, the EFL requires the support and collaboration of its ecosystem, ensuring the changes made as a football collective can be effective and sustainable to provide the best future for the game and for the individuals and communities who are involved.

Collaboration is required to maximise the potential impact the EFL can make and therefore, the League will work closely with all groups, organisations and communities within its ecosystem to maximise all outcomes and successes throughout the course of the lifespan of the strategy.

In its establishment, the Together Strategy has consulted extensively through the voices across the ecosystem to ensure that it provides sustainable outcomes and effective tactics to provide the best possible environment for the future.

JOB PURPOSE

The Club Education Manager is responsible for the EFL's Club Education Hub across 4 key areas – Role Specific Education, Education and Learning Sessions, Pipeline projects and other providers.

Mission

Together Providing Real World Football Learning

- To be a leading provider of football-based education.
- Provide streamlined education provision (for both EFL staff and EFL clubs) to ensure a more consistent approach to education being delivered under the umbrella of the EFL.
- Design and deliver planned curriculums of learning.



KEY RESPONSIBILITIES

The successful candidate will be expected to manage the EFL's Club Education Hub alongside the below responsibilities:

- Work with EFL Departments to establish clear educational outputs that can be delivered to EFL Clubs
- Manage and operate the EFL Learning Management System to ensure a consistent approach and outlook
- Work in partnership with key academic institutions to operate a collaborative approach within education related to the football industry
- Establish specific education for unique roles within the football industry to support EFL Clubs staff
- Consider Pipeline opportunities to ensure the next generation of sports professionals are entering the industry
- Work with the EFL Inclusion Department to ensure support is provided in all aspects of Inclusion
- Support the creation of presentations and educational outputs delivered by EFL staff
- Working closely with the Director of EDI, develop and refine the strategic direction of Inclusion within the EFL
- Provide timely reports to the Director of EDI confirming project and action plan progress, action points and agreed timescales
- Develop and maintain appropriate project, action plans, stakeholder relationships and data monitoring systems, ensuring that they are managed effectively and delivered to a high standard
- Participate and engage with the Director of EDI to discuss and progress new initiatives, implementation of agreed actions and process change
- Provide regular updates and reports, both verbal and written, on how EFL is supporting Football Clubs and their staff
- Maintain a professional, business-like approach when representing EFL in the Community with both internal and external stakeholders ensuring the reputation of EFL in the Community is maintained and enhanced at all times
- Maintain and develop knowledge and skills relevant for the position of Club Education Manager through regular training and professional development
- Undertake any other reasonable duties as required by the line manager

PERSON SPECIFICATION

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 working competency in a relevant field/subject
- A working knowledge of managing projects and programmes
- Previous work with or within football, a professional club, Football Club charities or other sports environment would be advantageous though not essential
- An understanding and knowledge of best practice within the Football and Sport sector would be advantageous though not essential
- Expertise in directing and managing educational pipelines would be advantageous though not essential
- Knowledge of working within an academic organisation and/or department

TECHNICAL SKILLS

- Able to lead and/or manage several projects simultaneously
- Able to translate strategy into practical, people focused, operational delivery and give professional support and direction to others
- Able to present complex issues clearly and simply, in writing and orally, including writing reports, delivering presentations, training etc.
- An analytical mind – capable at analysing quantitative and qualitative data and developing key findings and actions, with the ability to research, analyse and filter information into a strategic report
- Fully competent with Microsoft Office Packages (i.e. Outlook, Word, Excel and Power Point)



PERSON SPECIFICATION

PERSONAL ATTRIBUTES

- Aptitude to initiate and manage change with proven ability to provide guidance, support and think innovatively to create solutions
- Excellent communication, persuading/negotiating and networking skills, face to-face and digitally
- Ability to develop and maintain working relationships at all levels, including difficult and challenging circumstances
- Ability to organise and prioritise work and display excellent organisational skills, able to multi-task, prioritise and manage own workload amid conflicting demands and deadlines
- Self-motivated with the ability to work independently
- Contribute to promoting equality and diversity as part of the culture of the organisation
- Lead by example by contributing to promoting the principles of the EFL:
 - a) **Everybody Working Together** - We are one team supporting each other and collaborating on our shared goals.
 - b) **Fairness & Equality** - Being consistent and inclusive for everyone - showing respect.
 - c) **Listening & Learning** - Communicating with trust and honesty - growing as individuals and enabling others to do so too.



OUR TEAM AT THE EFL

Alongside the key specifications as written down, we recruit for energy, values and commitment – to the EFL, our Clubs and Partners, and to your career.

Our recruitment process will be rigorous and demanding (but hopefully enjoyable!) and so will our roles. In return, we offer honesty, integrity, and a unique opportunity to work with some of the biggest sporting competitions, sponsorship properties and commercial partnerships in the market.

Our employees are crucial to our success and Equality, Diversity and Inclusion are fundamental elements of building our team. Each of us come from different backgrounds and have an array of qualifications, skills and 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

HEALTH - 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 submit your application please apply via iRecruit at: [108 Vacancies - EFL \(English Football League\)](#)

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 deliver 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 go to [109 Vacancies - EFL \(English Football League\)](#)

[efl.com](https://www.efl.com)

