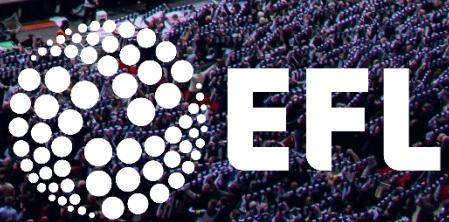




# Recruitment Pack For A Trustee



Volunteer role reporting  
to the Chair of Trustees  
Reasonable travel  
expenses paid



# INTRODUCTION TO EFL in the COMMUNITY

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 asked reported improved readiness for work through education and training

**77%**

Participants asked reported improved mental health

**95%**

Participants asked 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

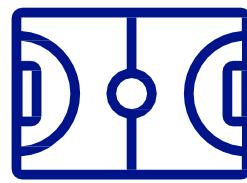
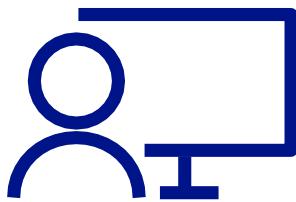
## OUR MISSION

We will enhance and amplify the capacity and capability of the EFL Football Club charities.

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 AND EFL IN THE COMMUNITY 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 EFL in the Community's continued growth...

# JOB PURPOSE

Trustees have overall control of the charity and are responsible for making sure it's doing what it was set up to do.

Trustees are the people who lead the charity and decide how it is run. Being a trustee means making decisions that will impact people's lives.

Trustees use their skills and experience to support the charity, helping it achieve its aims. Trustees also often learn new skills during their time on the board.



# KEY RESPONSIBILITIES

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**The successful candidate will be expected to...**

**To ensure that EFL in the Community is carrying out its purposes for the public benefit:**

You must make sure that EFL in the Community is carrying out the purposes for which it is set up, and no other purpose. This means you should understand EFL in the Community's purposes as set out in its governing document, plan what EFL in the Community will do, and what you want it to achieve, be able to explain how EFL in the Community's activities are intended to further support its purposes and understand how EFL in the Community benefits the public by carrying out its purposes.

**To comply with EFL in the Community's governing document and the law:**

You must make sure that EFL in the Community complies with its governing document

You must comply with charity law requirements and other laws that apply to EFL in the Community

You should take reasonable steps to find out about legal requirements, for example by reading relevant guidance or taking appropriate advice when you need to.

**To act in EFL in the Community's best interests:**

You must do what you and your co-trustees (and no one else) decide will best enable EFL in the Community to carry out its purposes

You must, with your co-trustees, make balanced and adequately informed decisions, thinking about the long term as well as the short term

You must avoid putting yourself in a position where your duty to your charity conflicts with your personal interests or loyalty to any other person or body

You must not receive any benefit from the charity unless it is properly authorised and is clearly in the charity's interests; this also includes anyone who is financially connected to you, such as a partner, dependent child or business partner.

# KEY RESPONSIBILITIES

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**The successful candidate will be expected to...**

**To manage your charity's resources responsibly:**

You must act responsibly, reasonably and honestly

You must make sure EFL in the Community's assets are only used to support or carry out its purposes

You must avoid exposing the EFL in the Community's assets, beneficiaries or reputation to undue risk

You must not over-commit EFL in the Community

You must take special care when investing or borrowing

You must comply with any restrictions on spending funds or selling land

You and your co-trustees should put appropriate procedures and safeguards in place and take reasonable steps to ensure that these are followed.

**To act with reasonable care and skill:**

You must use reasonable care and skill, making use of your skills and experience and taking appropriate advice when necessary

You should give enough time, thought and energy to your role, for example by preparing for, attending and actively participating in all trustees' meetings.

**To make sure your charity is accountable:**

You and your co-trustees must comply with statutory accounting and reporting requirements

You should also be able to demonstrate that EFL in the Community is complying with the law, is well run and effective

You should make sure there is accountability within EFL in the Community, particularly where you delegate responsibility for particular tasks or decisions to employees or volunteers.

# PERSON SPECIFICATION – WHO WE ARE LOOKING FOR

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The successful candidate will be able to demonstrate the following knowledge, skills and attributes that apply to the role:

## KNOWLEDGE & UNDERSTANDING

- **Charity Governance & Legal Responsibilities** - Awareness of the fiduciary duties including acting in the charity's best interests, ensuring financial integrity and complying with statutory obligations alongside familiarity with the role of trustees as company directors under UK company law.
- **Strategic Oversight** - Ability to contribute to the strategic direction of the charity, including setting and reviewing objectives and understanding of risk management, especially in relation to funding and programme delivery
- **Financial Acumen** - Ability to interpret and scrutinise financial statements, budgets, and funding reports. Understanding of income sources and distribution
- **Community Engagement & Impact** - Knowledge of how football clubs and their Football Club charities deliver programmes that address health, wellbeing, education, and social inclusion alongside appreciation of the local and national impact of initiatives
- **Partnerships & Stakeholder Relations** - Understanding of the importance of relationships with stakeholders
- **Safeguarding & Inclusion** - Awareness of safeguarding policies and procedures and a commitment to equality, diversity, and inclusion (using an equity approach) across all programmes and governance structures.

## SKILLS

- Senior leadership experience in the public, private or voluntary sector at board or executive level
- A passion for community and understanding the difference sport and football can make to a community
- Ability to represent EFL in the Community externally, advocate its strategic plan and to make strategic connections that help us with our deliverables
- Collaborative mindset and the ability to work effectively as part of a complex board with multiple stakeholders
- Commitment to continuous learning and adapting to the needs of the communities that EFL in the Community supports
- A real critical friend – is able to give constructive comment and feedback with the sensitivity that engages the team
- We are specifically looking for applicants who have leadership experience in any of the following areas:
  - Charity governance
  - Contractual, commercial and property law
  - Cyber security
  - Environment
  - Health & safety



## CORE VALUES:

- You must be able to demonstrate, embody and promote the EFL in the Community Core Values:
  - We are passionate about people
  - We listen to learn
  - We continually improve
  - We lead by example

## TIME COMMITMENT:

- The Board meets 4 to 5 times a year – with the majority of meetings in person in London. These meetings last about 3 to 4 hours
- Committee meetings are held up to 3 to 4 times a year and are mostly virtual
- You will be expected to join one of the committees
- You will be required to attend events that help amplify the message about EFL in the Community – this could be up to an additional 6 events a year – ranging from the Community Awards at Westminster to the Week of Action throughout the UK in November.



## OUR TEAM AT THE EFL IN THE COMMUNITY

Alongside the key skills, experience and attributes – we want people to join us to show energy, commitment and belief in what we are trying to do for the good of our Football Club Charities, our Clubs, our partners and most of all – our communities

Our recruitment process will be rigorous and demanding (but hopefully enjoyable!) and so will our role. In return, we offer honesty, integrity, and a unique opportunity to work within an exciting, and ever changing, sector

Our employees and volunteers are crucial to our success and equality, diversity and inclusion (using an equity approach) are fundamental elements of building our team. Each of us come from different backgrounds and have 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

EFL in the Community 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

EFL in the Community 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.



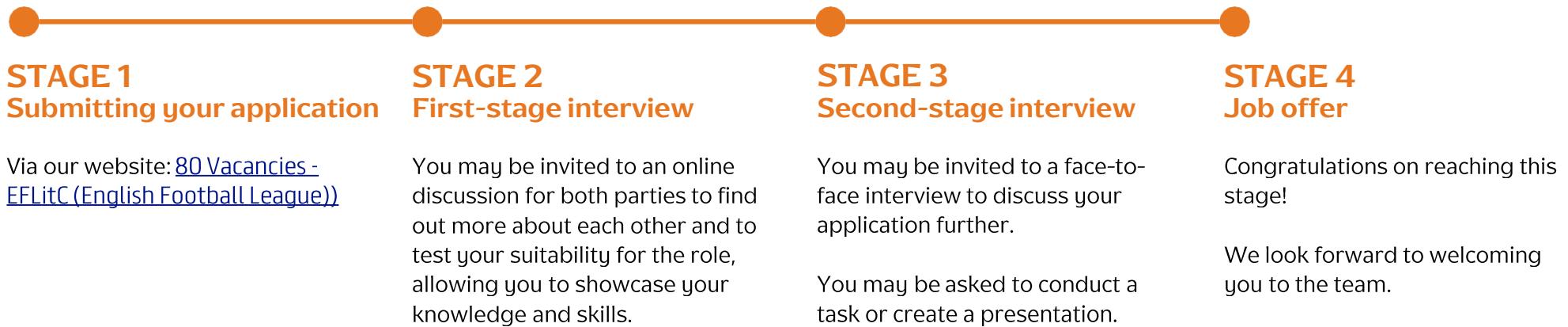
# BENEFITS OF BEING A TRUSTEE



- **Make a Meaningful Impact**- Shape the strategy and direction of a charity. Influence decisions that improve lives and communities. Contribute to causes you're passionate about.
- **Develop Leadership and Strategic Skills**- Gain board-level experience, often earlier than in corporate roles. Learn governance, risk management, and financial oversight.
- **Expand Your Professional Network**- Collaborate with diverse professionals, stakeholders, and community leaders and build relationships that can support career growth.
- **Enhance Your Reputation**- Trusteeship is seen as a mark of credibility and civic responsibility and demonstrates commitment to social good and strategic thinking.
- **Personal Fulfilment**- Experience the joy of giving back and seeing tangible results and boost wellbeing through purposeful engagement.
- **Contribute to National Impact Through Football** - Help deliver programmes that reach over 1 million people annually and support initiatives that generate over £1 billion in social value.
- **Be Part of a Trusted Network**- EFL in the Community works with 72 EFL Clubs and their community organisations
- **Shape the Future of Football's Social Role** - Trustees can help make sure football remains a force for good in society



## RECRUITMENT PROCESS





For general queries – please email Gaynor Baldwin (Director of People) at [gbaldwin@efl.com](mailto:gbaldwin@efl.com)