

SENIOR YOUTH DEVELOPMENT REGIONAL MANAGER

Candidate Brief

DEPARTMENT:
Youth Development

REPORTING TO:
Head of Youth
Development/Senior YD
Business Manager

LOCATION:
Regional –
Birmingham/South-East
Midlands



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.

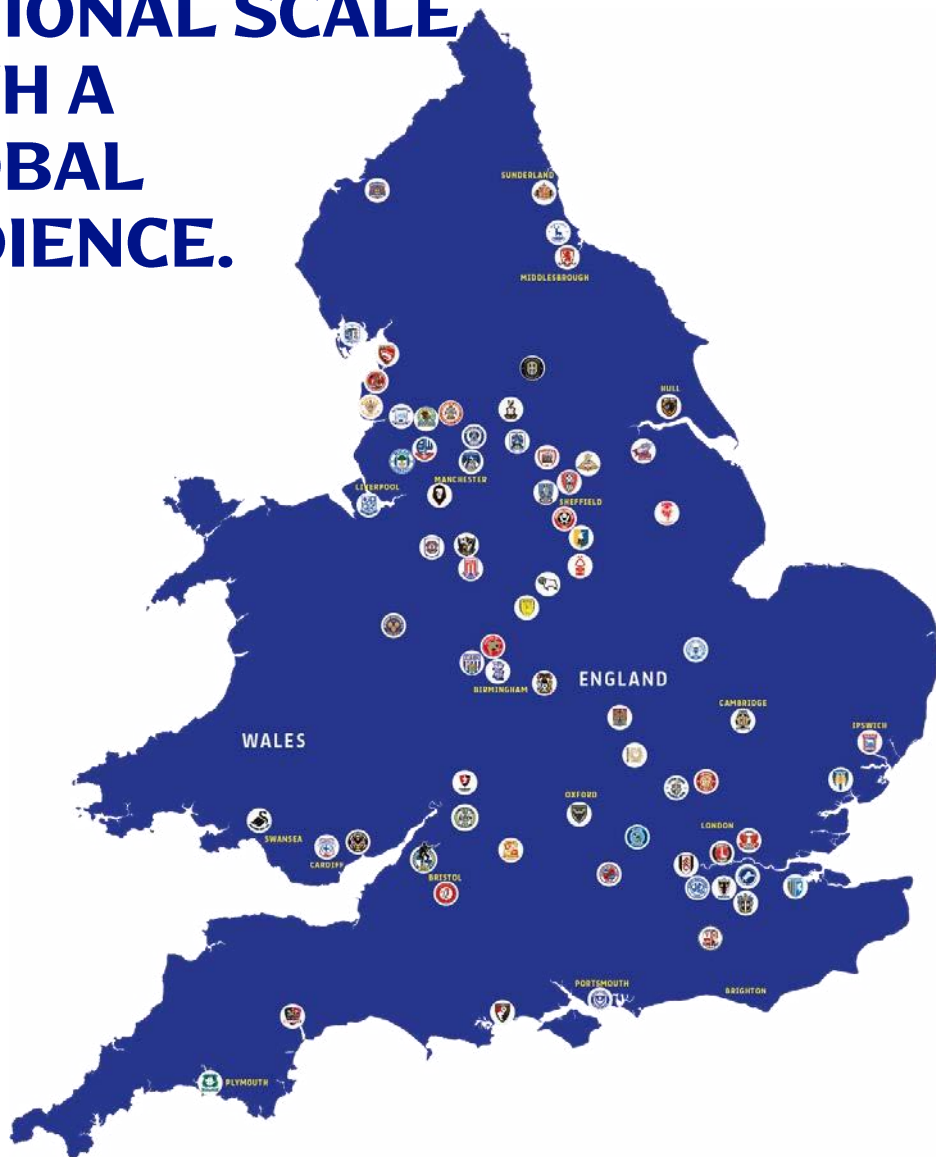
It is responsible for administering and regulating the Sky Bet EFL, Sky Bet Play-Offs, Carabao Cup and Vertu Trophy competitions, plus youth and reserve team football.

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**

BRISTOL STREET MOTOR TROPHY FINAL 2024

WINNERS



YOUTH DEVELOPMENT

The Youth Development department operates the Academy system on behalf of its Clubs by supporting, guiding and monitoring the operation of the Academies and ensuring they comply with the requirements of YD rules.

Our vision is to produce outstanding footballers able to play at the highest levels of the game. As part of each player's journey, player care is prioritised to help them understand and appreciate the importance to maintain their wellbeing.

In collaboration with the Premier League and the FA we work to ensure the staff within the Academy system are of the highest calibre and provided with an integrated programme of Continual Professional Development (CPD) to help them improve their performance and understanding.

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

To support, guide and monitor the operation of EFL Academies within an allocated region, with a focus upon support given to all EFL Category 1-4 Clubs whilst undertaking responsibility for ensuring standardisation of support provided to all EFL Academies through the Youth Development Regional Managers.

Alongside this you will oversee standardisation of document templates, reporting procedures and the provision of feedback to clubs for the entire Youth Department team to ensure consistency across the team.



KEY RESPONSIBILITIES

The successful candidate will be responsible for the following:

YOUTH DEVELOPMENT

- To provide support and guidance to a number of Football League Academies within an allocated Region
- Support and guide clubs in their preparation for audit and liaise with PGAAC to address the resultant Action Plans
- Aid in the production and implementation of a Club's Action Plan following ISO audit
- Liaise with other organisations involved in supporting Academies, particularly League Football Education, The Premier League and the Football Association
- Ensure the clubs are complying with the rules and regulations of the Academy system
- To help promote the Football League's Youth Development programme
- To act upon any relevant issues identified at clubs within the allocated region
- Contribute to and organise regional club meetings
- To assist in the organisation and staffing of events as required which may include the U16 Assessment Trials, seminars, tournaments and festivals

REPORTING & STANDARDISATION

- Oversee and update the Reporting Documents/Templates used within the YD Department
- Standardise the reporting procedures and provision of feedback to clubs to ensure consistency across the Department
- Collate and co-ordinate PGAAC Audit outcomes/feedback within each category of Academy
- Produce an Annual Report on the efficacy and provision of each Academy
- To help promote and develop "best practice" amongst Academies within Football League clubs
- To undertake appropriate technical and match observation visits to clubs and compile associated reports
- To be the point of contact for parents raising issues connected to the Youth Development programme

INDIVIDUAL CRITERIA

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

KNOWLEDGE & UNDERSTANDING

- Demonstrable knowledge and competency of working in a Youth Development environment within the Licensed Football Academy system under the Elite Player Performance Plan (EPPP)
- Knowledge of the League Football Education Apprenticeship programme
- Understanding of safeguarding and child protection. Ideally with a qualification or willingness to undertake training to achieve certification
- Knowledge of and Contribution to promoting equality and diversity as part of the culture of the organisation
- A love of football and desire to contribute positively to its future growth

TECHNICAL SKILLS

- Exceptional analytical, reporting and presentation skills
- Excellent organisational skills, time management and attention to detail
- Expertise in leading and facilitating meetings with a proactive approach to problem solving
- Advanced knowledge and experience of Microsoft Office packages
- Direct coaching experience
- Full Driving licence
- Ideally hold a UEFA A Licence or Advanced Youth Award

ATTRIBUTES

- Ability to liaise empathetically and effectively with young players, parents, scouts, coaches, and club senior management
- Strong communication including written, verbal and interpersonal skills
- Naturally enthusiastic and positive team player
- Ability to influence stakeholders at all levels internally and externally
- Ideally have a Professional Football Club or playing background
- Willingness to work evenings and weekends
- Lead by example by contributing to promoting the principles of the EFL

KEY RELATIONSHIPS

The key internal and external relationships for the Senior Youth Development Manager to hold and develop are as follows:

INTERNAL:

- Head of Youth Development
- Senior Youth Development Business Manager
- Youth Development Regional Manager – Coaching Support
- Youth Development Regional Managers
- Chief Operating Officer
- Football Operations
- Governance and Legal
- Safeguarding
- Equality, Diversity and Inclusion (EDI)

EXTERNAL

- EFL Clubs
- EFL Club Academies
- Premier League
- The Football Association (FA)
- League Football Education (LFE)
- League Management Association (LMA)





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 achievements** – like passing an exam or completing a course
- **We celebrate personal achievements (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

T  **GETHER**



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 cash 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



RECRUITMENT PROCESS

STAGE 1 Submitting your application

Please apply via the EFL website.

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 create a presentation.

STAGE 4 Job offer

Congratulations on reaching this stage!

We look forward to welcoming you to the team.



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sky bet
LEAGUE TWO
EFL

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CHAMPIONSHIP
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LEAGUE ONE
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EFL TROPHY

Carabao Cup
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PLAY-OFFS
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EFL TROPHY
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Carabao ENERGY DRINK
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efl.com