

CONTENT OFFICER

Candidate Brief

DEPARTMENT:
Communications

REPORTING TO:
Senior Broadcast
Journalist

LOCATION:
Preston, Hybrid



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.

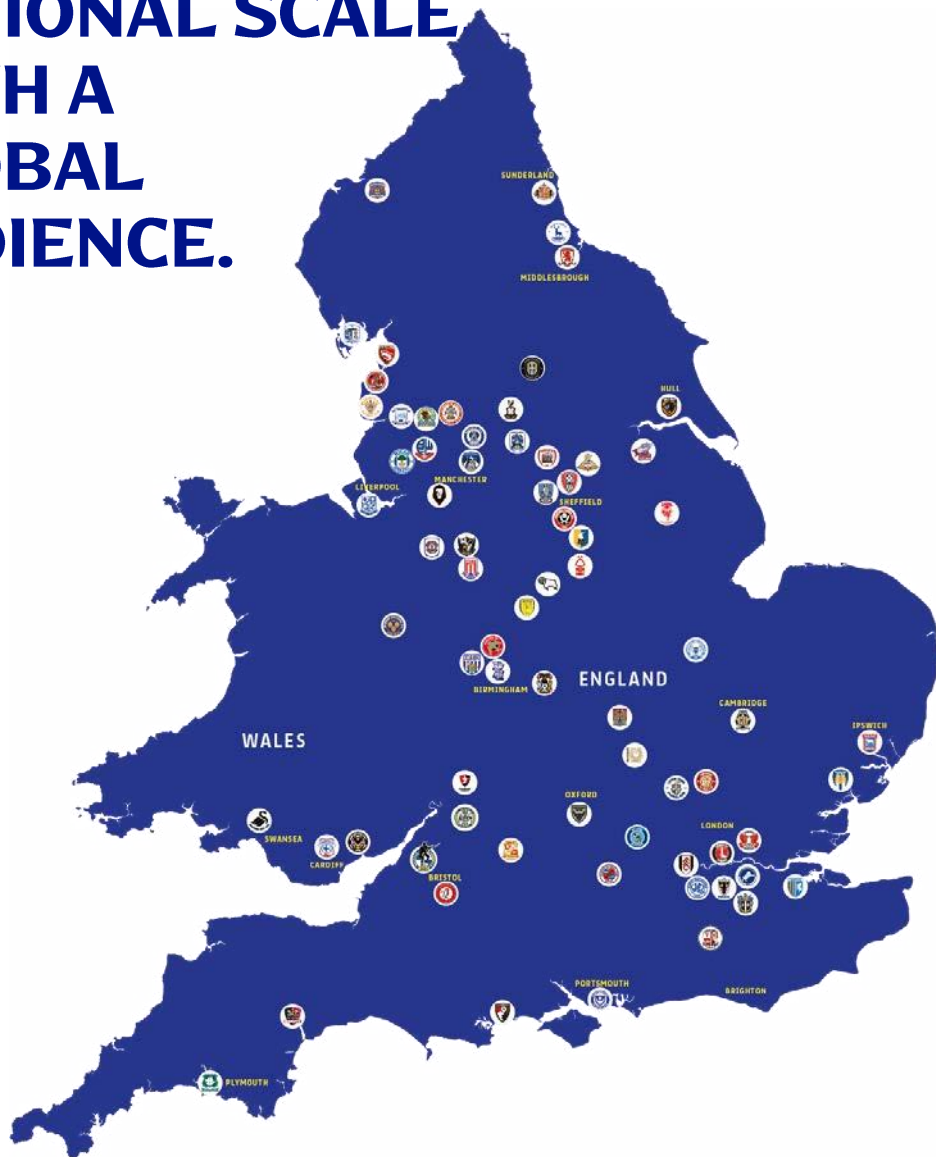
It is responsible for administering and regulating the Sky Bet EFL, Sky Bet Play-Offs, Carabao Cup and Bristol Street Motors Trophy competitions, plus youth and reserve team football.

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**

OUR PARTNERS

TITLE SPONSORS



OFFICIAL PARTNERS



OFFICIAL SUPPORTERS

OFFICIAL SUPPLIERS & LICENSEES



UNITED KINGDOM

OFFICIAL BROADCAST PARTNERS

INTERNATIONAL



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

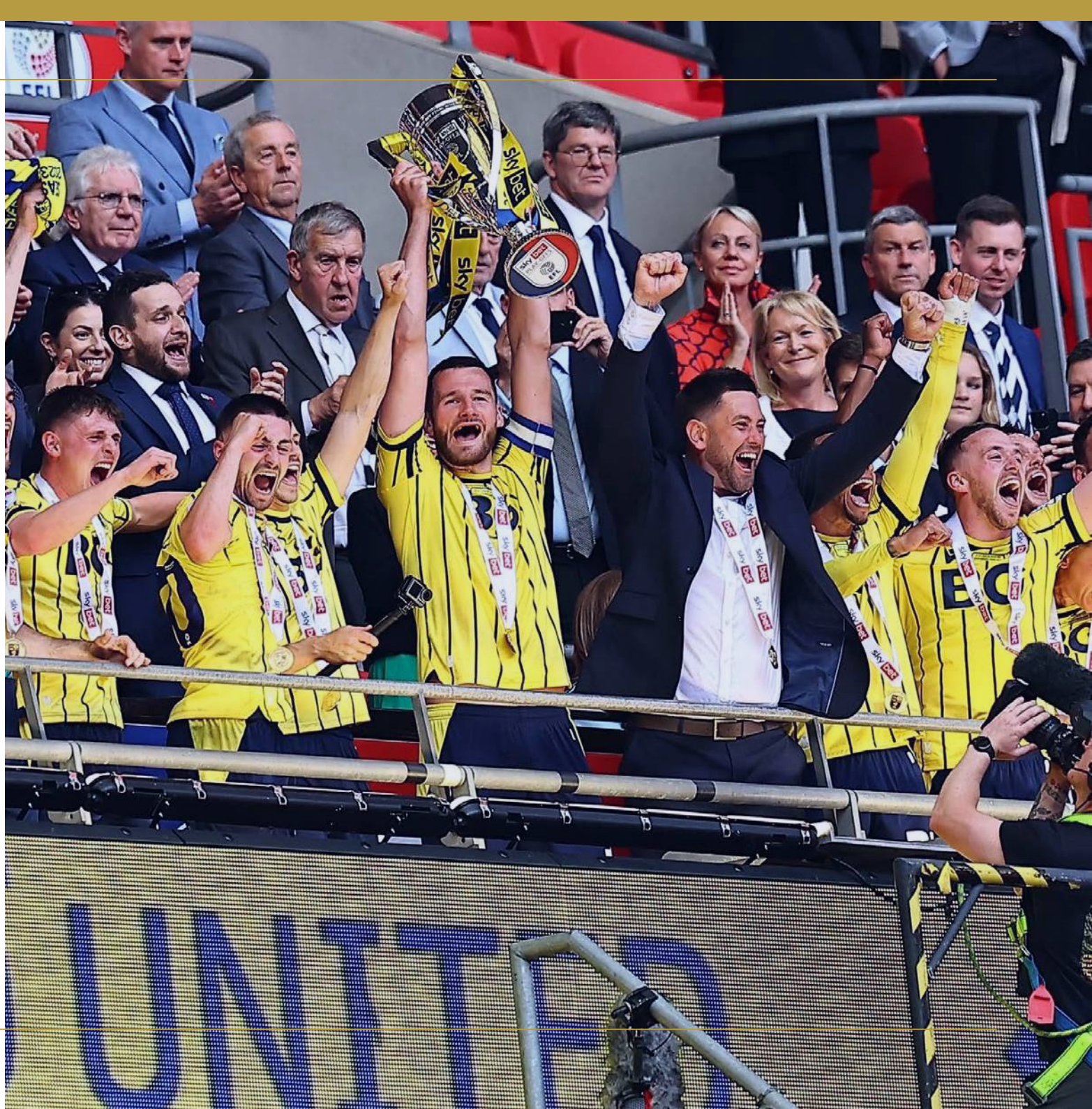
Record international broadcast output plus regional marketing partnerships (including USA)

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

The Content Officer will be responsible for the production and publishing of content reflecting the community work of the EFL, its 72 Clubs and their Club Community Organisations (CCOs).

The purpose of the role is to generate awareness of the impact the EFL network has on local communities, using innovative storytelling through regular drumbeat content and marquee campaign moments. The role will also support the Content Team with day-to-day EFL output.



KEY RESPONSIBILITIES

The successful candidate will be expected to take responsibility for creation of content for EFL social channels, website and publications, with a specific focus on:

CONTENT PRODUCTION/PUBLISHING

- Day-to-day creation and posting of written content to EFL.com telling community stories covering health, wellbeing, employment, education and community cohesion across the EFL, its 72 Clubs and Club Community Organisations (CCOs)
- Creation of content to support marquee community moments, such as Week of Action, Community Awards and Impact Report
- Creation of content marking key dates, such as world obesity day, world mental health day and national careers week
- Generation of social content to support and direct traffic to written stories
- Being the point of contact between the EFL Content Team and the EFL in the Community Communications Team to generate story ideas and pool resources for content
- Identifying editorially significant stories and creative treatments
- Content capture, including filming and interviewing for multi-platform purposes

ENGAGEMENT & REPORTING

- Developing relationships with CCOs for story generation and acquisition of resources
- Audience engagement - engaging with online audiences to amplify positive conversations around EFL community content
- Where relevant, creating reactive website and social media community content around world events and news stories
- Liaising with Club and CCO media/social media contacts where relevant to amplify community content
- Reporting - providing regular analytics reports to the Senior Broadcast Journalist and Head of Content
- Providing support for all EFL content output, including match coverage, football editorial, graphics production and video editing across EFL channels
- Support the wider Communications department in other workflows as required

INDIVIDUAL CRITERIA

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

KNOWLEDGE & UNDERSTANDING

- A strong understanding of the work of EFL in the Community and Club Community Organisations across the EFL network
- A strong understanding of the relationship between football and communities
- An understanding of the EFL, its member clubs and CCOs
- Understanding or previous experience in a professional sporting environment
- Knowledge of English football and the wider football landscape
- Flexible approach to working hours, including weekends and evenings

TECHNICAL SKILLS

- First-class writing skills, with attention to accuracy
- Competency in using a CMS platform for creating web content
- Demonstrable experience of creating and posting content on social media channels
- Proficiency in engaging new audiences, preferably within a sporting environment
- Video and image editing skills
- Self-shoot filming skills
- Good analytical, reporting and presentation skills

ATTRIBUTES

- Ability to be a self-starter and follow up ideas
- Ability to learn and develop quickly
- A strong work ethic
- Desire and ability to play an active role in a high-performance team, culture and environment
- Excellent interpersonal skills and ability to collaborate within a wider team as well as work independently
- Ability to prioritise workloads and juggle multiple projects at once
- The highest standards of personal integrity
- Positive outlook who relishes challenges and proactively looks for solutions

KEY RELATIONSHIPS

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

INTERNAL:

- Chief Communications Officer
- EFL in the Community
- Senior Broadcast Journalist (Line Manager)
- Head of Content
- Head of Marketing and Communications
- Journalists
- Social Media Manager
- Social Media Officers
- Senior Communications Manager
- Communications Manager
- Fan Engagement
- Marketing Team
- Equality, Diversity and Inclusion Team

EXTERNAL

- EFL Clubs
- CCO's (Club Community Organisations)
- EFL Fanbase
- Media Agencies
- External Journalists
- Commercial Partners





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 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, the EFL launched its new Equality, Diversity and Inclusion Strategy, 'Together'.

As part of this work, employees across the business came together to create the EFL Together Principles.

- **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.

LIMELIGHT AWARDS

Three times a year we celebrate the EFL Limelight Awards – nominees, runners-up, and winners.

Introduced as an opportunity for employees to nominate a colleague that may have shown incredible commitment and contribution and therefore deserves to be recognised.

These Awards are aimed at showcasing the values and principles we all work towards.





RECRUITMENT PROCESS

STAGE 1 Submitting your application

Send you CV and Cover Letter to Chris Naylor and the People Team at cnaylor@efl.com and people@efl.com

A short-list of candidates will then be selected for interview

STAGE 2 First-stage interview

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! Reaching this stage means you have demonstrated you are the ideal candidate!



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LEAGUE TWO
EFL

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CHAMPIONSHIP
EFL

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LEAGUE ONE
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EFL TROPHY

Carabao Cup
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PLAY-OFFS
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To submit your application, please visit efl.com

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