

Broadcast Operations Executive

Candidate Brief

CONTRACT TYPE:

10-Month Fixed Term
(Maternity Cover)

DEPARTMENT:

Commercial

REPORTING TO:

Head of Broadcast Operations
& Digital

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.

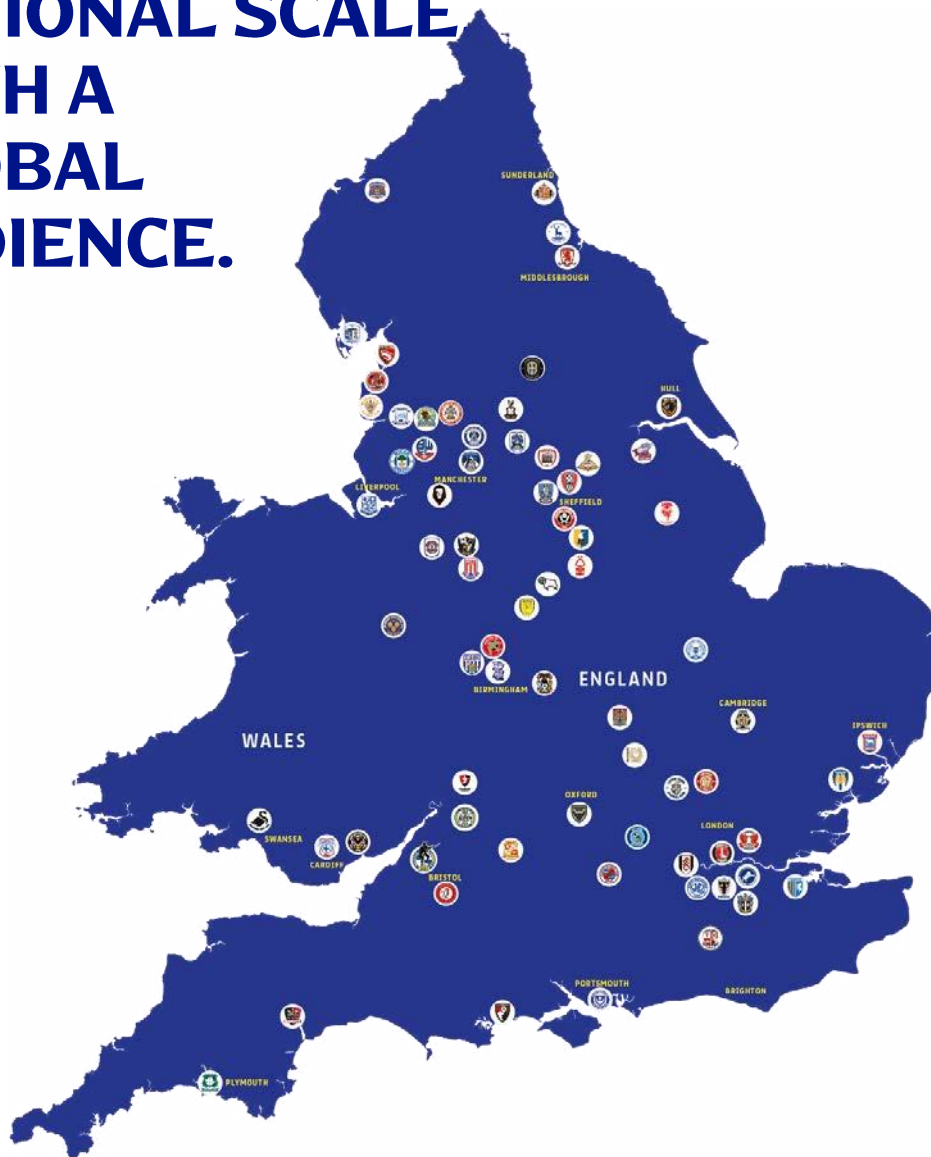
It is responsible for administering and regulating the Sky Bet EFL, Sky Bet Play-Offs, Carabao Cup and Vertu Trophy competitions, plus youth and reserve team football.

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**

Commercial Team

The Commercial Team aims to grow and protect revenue, efficiently and effectively on-board new partners and contracts, and manage existing partnerships successfully.

In recent seasons, the EFL has significantly developed and diversified its commercial operation.

Successful implementation of a new commercial strategy has delivered record revenues across the Broadcast, Digital, Partnerships and Licensing verticals.

This includes a groundbreaking domestic broadcast agreement with Sky Sports, a new Americas focused broadcast and marketing partnership with Relevant Sports, and the implementation of the EFL's 'Clubs & Communities' partnership model.

The next commercial cycle (from Season 2025/26) represents an exciting opportunity for continued activation and growth.

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)

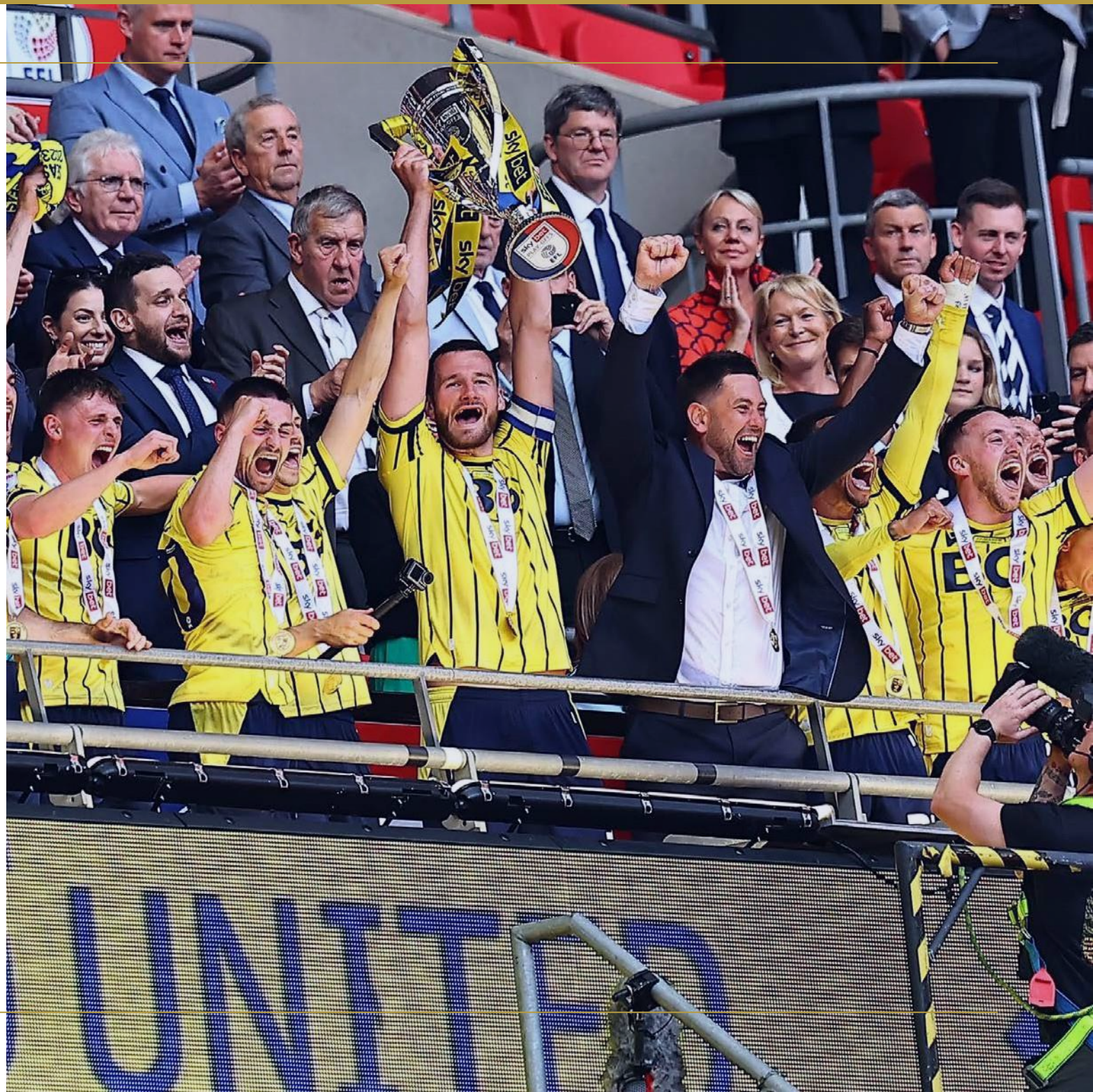
GLOBAL

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 Broadcast Operations Executive will support the Commercial Team (working closely with the Football Operations Team) in the co-ordination of all broadcast and production operational requirements. They will support the smooth and efficient organisation of our Live Match output, which totals over 1000 fixtures per season.



KEY RESPONSIBILITIES

- Responsibility for all operational aspects of our broadcast partnerships, working with suppliers in this space to ensure delivery, accountability and measurable progress
- Key point of contact for all broadcaster relationships and requests. This includes liaison with broadcasters (Sky and IMG) regarding on-site and in-stadia productions, providing support for them and co-ordination with the host clubs
- Responsibility for ensuring any broadcasting issues identified by both clubs and broadcasters either in advance of or during live games are resolved ensuring delivery of footage is without risk
- Work alongside our Football Operations Dept to input into the Broadcast selection debate, ensuring that all broadcasters, the EFL, and Clubs are aware of match status. Maintain a comprehensive tracking document of each fixture and its broadcast status
- Work with the Digital department to ensure that matches are set up correctly from an international streaming perspective in-line with broadcast selection criteria above
- Responsibility for all filming access requests, media rights enquiries and licensing opportunities (in conjunction with rest of team)
- Direct and collaborate with EFL member Clubs regarding the contractual and regulatory delivery and implementation of broadcast operations ensuring this is seamless and without risk, to include camera positioning, gantry requirements, liaison with infrastructure partners and the distribution of live feeds
- Assist with pre-event and on-site broadcast operation at key EFL events (as required)
- Provide practical input and support towards match-day management, both on-site (for Sky OB productions) and remotely / from home
- Provide support to other EFL Department's to ensure consistent delivery of broadcasting needs and requirements as well as clear messaging to Clubs and stakeholders
- Maintain a professional, business-like approach when representing the EFL with both internal and external stakeholders ensuring the reputation of the EFL is maintained and enhanced at all times.

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

- Industry knowledge of broadcast technology, distribution and content platforms
- A strong knowledge of and passion for English football and the wider sporting industry
- A keen interest in emerging broadcast technologies (such as OTT) and how they can be applied to the EFL, both in the short term and moving forward
- An understanding of the football broadcast landscape and how games are televised and broadcast

TECHNICAL SKILLS

- Strong organisational skills, a collaborative approach to working and the ability to react quickly to real-time issues as they emerge during match-time
- A flexible and collaborative mind who is able to work across multiple departments in a matrix organisation
- Strong administrative and organisational skills
- Proficient with Microsoft Office packages including Excel
- Able to work equally efficiently from our London office and at home

ATTRIBUTES

- Flexibility to travel to grounds across England and Wales to conduct on-site/in person meetings with suppliers and Clubs as well as the need to occasionally spend time in our Preston office working with relevant departments and colleagues
- The ability to be on-call outside of traditional working hours, especially during match time (e.g. Saturday afternoons, Tuesday evenings, etc)
- 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

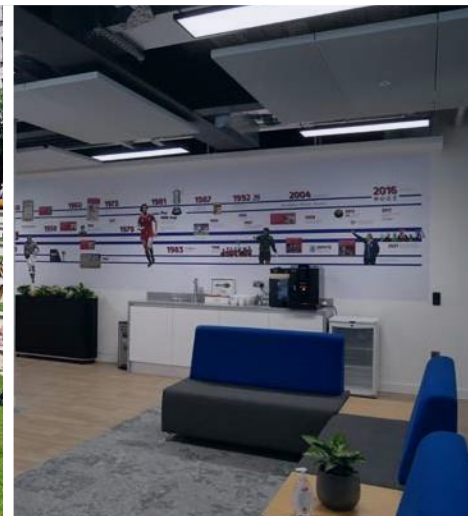
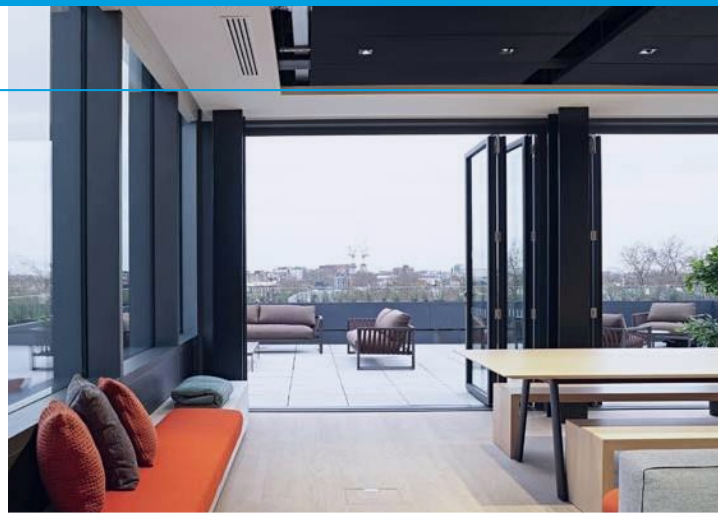
The EFL's Head Office is in Preston, and Commercial Office in London.

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 visit
<https://irecruit.efl.com/vacancies/>

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.



sky bet
LEAGUE TWO
EFL

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