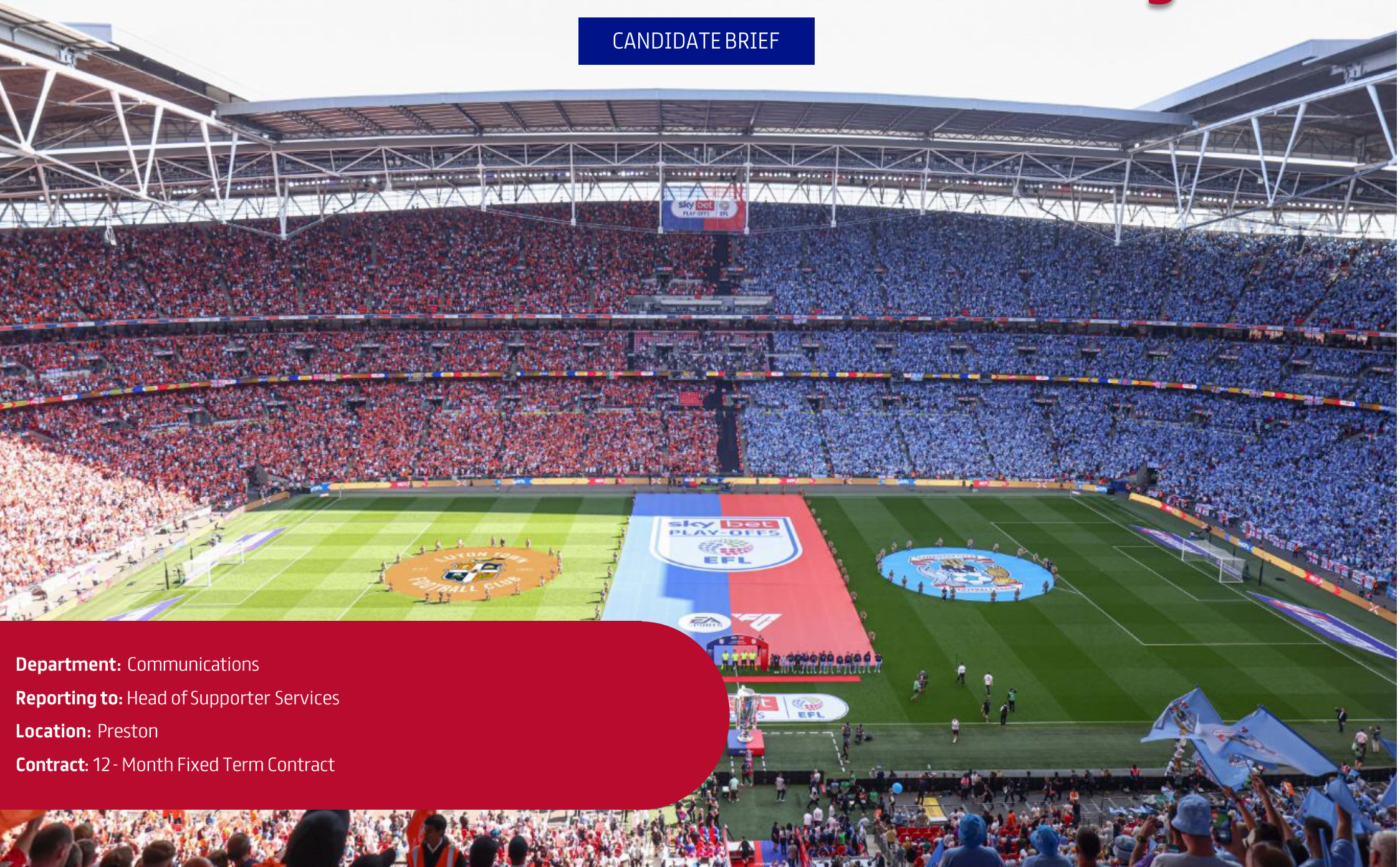


# Internal Communications Manager

CANDIDATE BRIEF



**Department:** Communications

**Reporting to:** Head of Supporter Services

**Location:** Preston

**Contract:** 12 - Month Fixed Term Contract



---

# INTRODUCTION TO THE EFL

Formed in 1888, the English Football League (EFL) is the world's original and oldest league football competition. With 72 Member Clubs, it is the largest single body of professional Clubs in European football and is responsible for administering and regulating the Sky Bet EFL, Carabao Cup, Bristol Street Motors Trophy and youth and reserve 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.

One of the highest attended league bodies in Europe, 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 matchday, 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.**

**THE  
BEDROCK  
OF ENGLISH  
FOOTBALL**



**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



Global household reach of  
**260 MILLION**



Broadcast to a global audience of  
over **400 MILLION**  
across **187 COUNTRIES**





---

The EFL Board of Directors is responsible for providing the organisation's strategic direction.

The Board, which is largely a stakeholder Board, consists of ten directors, six of whom are divisional representatives elected by member Clubs. The divisional representatives include three directors from Championship Clubs, two from League One Clubs and one from a League Two Club. The remaining four directors are independent of Clubs. The CEO is the only executive on the Board.

**Rick Parry**  
Chair

One of the UK's most experienced leaders in football, Rick Parry - Chair of the EFL Board - served as both Chief Executive of the Premier League between 1991 and 1997, and Liverpool Football Club between 1997 and 2009.

**Trevor Birch**  
Chief Executive

Appointed as Chief Executive in January 2021, Trevor Birch has held several prominent roles within football, including Chief Executive at Chelsea, Everton, Leeds United, Sheffield United and Derby County, as well as Chair of Swansea City and most recently, Director of Football Operations at Tottenham Hotspur.

---

---

## JOB PURPOSE

As an Internal Communications Manager you will play a pivotal role in the provision of a first-class level of service for the League's Member Clubs, supporting and developing internal business communications processes. You will also be responsible for enhancing levels of proactive engagement and support the EFL's Member Clubs and internal departments.

## KEY RESPONSIBILITIES

- To co-ordinate and manage all daily communications (emails, letters, documents) out of the business to the League's Member Clubs with responsibility for scheduling and consistency of look and feel/tone of message.
- To manage key areas of the Intranet system, sourcing and monitoring content, engaging staff internally to champion its use and working with the IT department to develop the site and provide education and support to staff where necessary.
- Working with internal and external resources, assist in the creation of reports, newsletters, publications and other collateral ensuring consistency of look and feel and tone of message.
- Working in close collaboration with all EFL Departments and Member Clubs to develop optimum internal communications processes in order to deliver a first-class service to the League's Member Clubs.
- Working in close collaboration with all EFL Departments to deliver regular staff communications and relevant updates, creating and managing a regular flow of internal communications.
- To ensure that feedback is gathered on a regular basis and acted upon so that communication processes and procedures are rigorously tested and fit for purpose.
- To attend any meeting as required and contribute to and support the overall development of the EFL's communications with its members.
- Assist in the creation of the annual EFL Handbook (and other publications) and work in conjunction with the Communications Department to deliver print and digital versions.
- To 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.

---

## KEY RESPONSIBILITIES (CONT'D)

- To attend any meeting, as required by the Communications Director and contribute to the development of the Communications Department.
- Attend EFL events and other activities such as launches and Finals, as required.
- To maintain and develop knowledge and skills relevant for the position of Internal Communications Manager and the Communications Department.
- To be a part of promoting equality and diversity as part of the culture of the organisation
- To undertake any other duties as required by the Head of Supporter Services or Communications Director.

---

# PERSON SPECIFICATION

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

## ESSENTIAL

- Previous experience in an editorial type role with the ability to work efficiently and thoroughly across a variety of document types, planning and administrative tools.
- Proven experience of strong administrative skills
- Comprehensive communication skills, both written and verbal, with excellent attention to detail, particularly proof reading is essential
- Excellent knowledge of IT systems (with excellent Microsoft Office abilities – Word, Excel and PowerPoint essential)
- Excellent interpersonal skills including proven experience of influencing individuals and decision-makers at all levels.
- Proven experience of developing and activating schedules and plans.
- The ability to create, manage and maintain relationships with key internal and external stakeholders.
- Strong organisational and time management skills alongside the ability to work independently and as part of a team.
- A track record for meeting and exceeding goals within strict timeframes in a pressurised environment.
- The ability to plan ahead, organise and think practically alongside pro-active approach to day-to day-issues.
- 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.

## ADVANTAGEOUS

- An awareness of the current footballing landscape, the EFL, its 72 Member Clubs and the wider football family.
- Previous experience of working with Intranet systems, Adobe software, and CMS systems.





---

## OUR TEAM AT THE EFL

We look for the best people who approach their work with energy, excellence and commitment.

Our principles of how we operate within the EFL are clear:

**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 employees are crucial to our success and Equality, Diversity and Inclusion are fundamental elements of building our team. Each of us come from diverse 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.



---

## 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.

## 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.





## RECRUITMENT PROCESS – option 1

### STAGE 1

#### Submitting your application

Please apply for this role via iRecruit by clicking the link in the advert.

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

### STAGE 2

#### First interview

A face-to-face discussion for both parties to find out more about each other and to understand your suitability for the role - allowing you to showcase your knowledge and skills. Additionally, a task will be assigned to further assess your suitability and fit for the role.

### STAGE 3

#### Job Offer

Congratulations! Reaching this stage means you have demonstrated you are the best candidate.

Paperwork will be finalised, and a start date confirmed.

We then look forward to you joining the team!





For a confidential discussion about the role, please contact:

The People Team  
[People@efl.com](mailto:People@efl.com)

---

[efl.com](http://efl.com)

