

MARKETING ASSISTANT

Applicant Brief

DEPARTMENT:
Marketing

REPORTING TO:
Marketing Manager – Fan
Engagement/Marketing
Manager – Brand & Commercial

LOCATION:
London

CONTRACT:
6 Month Fixed-Term



INTRODUCTION TO THE EFL

As the world's original professional league competition, founded in 1888, the English Football League (EFL) is proud to be the home of some of football's most iconic moments.

Responsible for administering and regulating the Sky Bet Championship, League One and League Two, which culminate in the historic end of season Play-Offs, along with the Carabao Cup and the EFL Trophy, the EFL delivers unrivalled jeopardy, authenticity and non-stop entertainment.

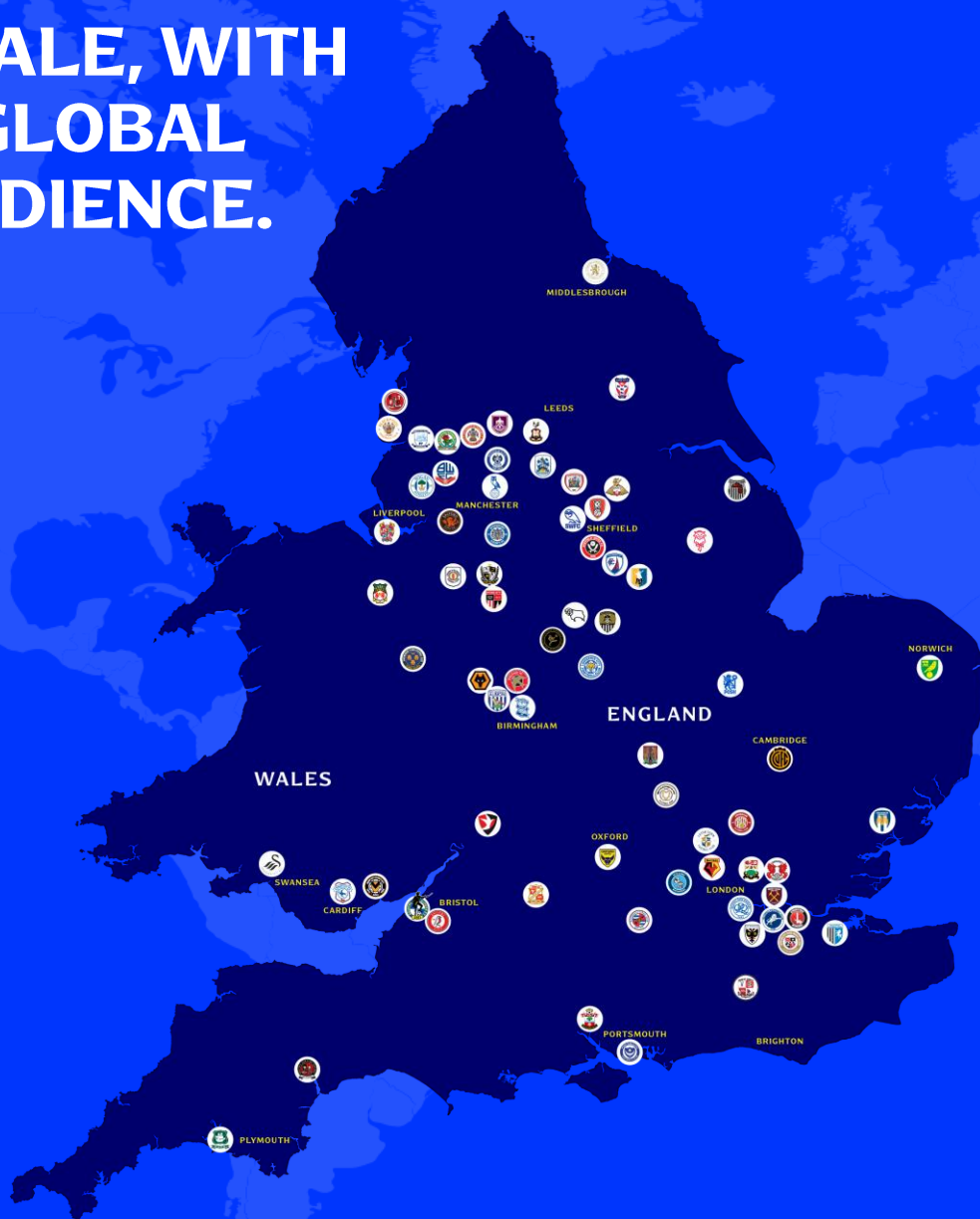
With a mission to be recognised as one of the world's most respected, popular, and successful football competitions, the League now has a stronger reach and appeal than ever before, becoming a home for talent from across the globe and some of the game's biggest names.

Across the globe, the EFL's reach is as strong as it has ever been with fixtures available in more than 250 million homes outside the UK and Ireland and across 200 territories worldwide, culminating in a global audience of over 480 million.

Off the pitch our Clubs are embedded in the towns and cities from which they take their names and are the beating hearts of communities across England and Wales. Through their charitable arms, Clubs deliver life-changing work in some of the UK's most deprived areas, positively impacting the lives of the more than 1.1 million people that engage with them each season. Allowing people to come together in times of celebration, but also unite through adversity, they are making a tangible impact.



LOCAL ACTIVATION ON A NATIONAL SCALE, WITH A GLOBAL AUDIENCE.



13.7M

EFL Fans in the UK
(252 million globally)



24.9M

**EFL Competition
Followers in the UK**
(189 million globally)



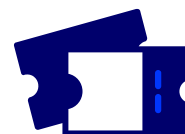
40.4M

**People live within a 10 mile
catchment of an EFL Club**
(68% of the population
of England and Wales)
(82% at 15 miles)



1,891

**Matches per season –
79% of all professional
matches in England**



1 in 4

**Admissions to a UK
sporting event are for
an EFL organised match**



54%

**Of the population will
watch the EFL on TV
each year**
(489 million global viewers)

OUR PARTNERS

PRINCIPAL BROADCAST PARTNER



TITLE SPONSORS



OFFICIAL PARTNERS



OFFICIAL SUPPORTERS



OFFICIAL SUPPLIERS & LICENSEES



OFFICIAL BROADCAST PARTNERS





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 and Communities' partnership model.

THE EFL'S 2024-2029 BREAKOUT MOMENT

Following significant investment, the EFL is in a new era of scale, relevance, and impact
– in the stands, in communities, and with audiences around the world.

UNMATCHED ATTENDANCE

Europe's highest-attended league body.
Partners gain visibility and presence across 72 Clubs.

UNRIVALLED BROADCAST OUTPUT

Highest volume live broadcast output of any UK sport.
Amplifying partner brand awareness.

COMMUNITY CONNECTION

Nationwide integration across 72 Clubs and communities – online and offline.
Partners engage, with local relevance, throughout the country.

PURPOSE DRIVEN

Industry-leading EDI framework: 'EFL Together'.
Partner collaborations to make a lasting difference.

GLOBAL ENGAGEMENT

Record broadcast output and regional marketing partnerships (including the USA).
International reach for partners.

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 provide marketing & administrative support to the EFL marketing team, across multiple work streams with the main focus on providing support to the Marketing Manager: Brand & Commercial regarding Wembley Finals preparation and Marketing Manager: Fan Engagement regarding Fan Engagement activity



KEY RESPONSIBILITIES

The successful candidate will be expected to provide marketing & administrative support to the EFL marketing team alongside the following key responsibilities:

BRAND AND COMMERCIAL

- Support the Marketing Manager - Brand & Commercial with the brand delivery & planning of our five EFL Wembley Finals – Carabao Cup Final, EFL Trophy Final and the Sky Bet Play-Off Finals
- Assist with the branding and competition creative (physical and digital assets) in-stadia for the five EFL Wembley Finals, providing creative and administrative support
- Provide admin support with Box.com (EFL creative assets system) and other brand platforms, ensuring that brand assets are well organised and accessible

DATA, RESEARCH AND GENERAL SUPPORT

- Support as required within this function supporting the Data, Research & Insight function.
- Support holistically with the daily functions of a busy Marketing department
- Undertake any other reasonable duties as identified by the Head of Marketing and wider business

FANTASY LEAGUE AND FAN ENGAGEMENT

- Carry out monthly prize fulfilment across key marketing areas (Fantasy EFL, Fan Engagement)
- Assist with weekly Fantasy EFL email campaigns and newsletter creation (writing copy, approving sends)
- Assist with Fan Engagement activations around key EFL milestones throughout the year
- Assist with reporting of stats for Fantasy & Fan Engagement campaigns

PERSON SPECIFICATION

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

KNOWLEDGE & UNDERSTANDING

- A general understanding and knowledge of marketing within a sporting environment from a brand or engagement perspective
- An understanding of online/web channels as an effective method of stakeholder communication
- Ideally an understanding of the football environment from a marketing perspective
- Ideally an understanding of the EFL, EFL Clubs and EFL commercial partners

TECHNICAL SKILLS

- Strong communication skills, including the ability to respond to queries, either verbally or in written form, in a professional, courteous and knowledgeable manner
- Technical skill with relevant software, in particular excellent Microsoft Office abilities such as Word, Excel and PowerPoint
- Great attention to detail
- Ideally working Marketing competency, demonstrated in a previous role or work
- Ideally a Marketing qualification or equivalent working experience

GENERAL SKILLS & ATTRIBUTES

- Strong communication skills, both written and verbal
- Strong organisational skills
- Able to work independently and as part of a team
- Ability to offer a flexible and adaptable approach to work as required
- Great time management skills - able to manage time effectively and prioritise tasks
- Interested and passionate about the marketing & brand industry



PERSON SPECIFICATION

IT SKILLS

The successful candidate will be able to demonstrate an acceptable level of competency in Microsoft 365 applications and be comfortable using them to support the efficiency of the organisation

- Able to work digitally, follow agreed systems and processes while maintaining accurate records
- Confident handling sensitive and confidential information
- Working knowledge of Microsoft Outlook, with the ability to manage emails, calendars, and meetings effectively
- Able to use of Microsoft Word for drafting, formatting, and maintaining professional documents, reports, and policies
- Knowledge of Microsoft Teams for collaboration, meetings, file sharing, and communication
- Understanding of working with SharePoint and OneDrive (or equivalent) for document management, version control, and collaborative working
- General understanding and use of Microsoft Excel and PowerPoint
- An understanding of using AI-enabled tools, such as Microsoft Copilot, to support productivity, improve efficiency and quality of outputs
- Awareness of good information management, data protection, and document retention practices
- Open to adopting new digital tools to improve efficiency and quality of work



OUR TEAM AT THE EFL

Alongside the key specifications as written down, we recruit for energy, values and commitment – to the EFL, our Clubs and Partners, and to your career.

Our recruitment process will be rigorous and demanding (but hopefully enjoyable!) and so will our roles. In return, we offer honesty, integrity, and a unique opportunity to work with some of the biggest sporting competitions, sponsorship properties and commercial partnerships in the market.

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 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.
- **Changing Lives**
- We support the communities and Clubs we serve.

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.



EVERYDAY HEALTH PLAN (EHP):

All employees are automatically enrolled into our EHP (currently provided by Westfield). The plan allows you to claim back healthcare costs up to a certain amount annually for yourself and any dependents up to the age of 21. As well as this, it also offers discounts on various retail, lifestyle and leisure such as money off groceries, travel and gym memberships.

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).



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



FINALS

your chance to attend our Wembley finals to watch or to help.



LIFE ASSURANCE & INCOME PROTECTION INSURANCE

both paid for by the EFL to give you peace of mind.



MATCHDAY TICKETS

Complimentary tickets may be requested for any league club games based on a number of criteria being met.



SOCIAL EVENTS

the EFL hosts a summer and winter celebration party for all employees along with other local events during the year across both the Preston and London offices.



ELECTRIC CAR SCHEME

The EFL has engaged with Octopus to offer the opportunity to lease an electric vehicle through a salary sacrifice arrangement.

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.

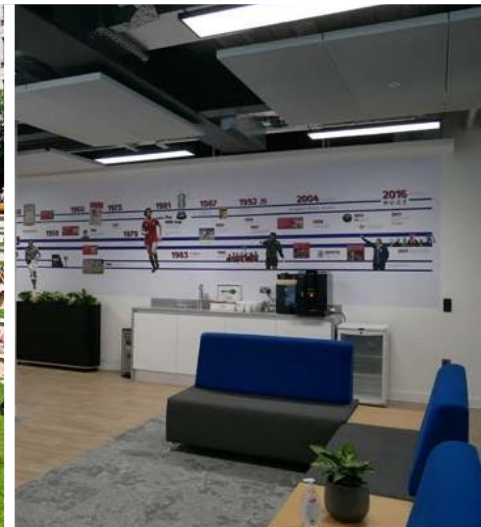
In April 2024, we moved into a new custom-fitted office at 50 Eastbourne Terrace in Paddington.

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.

In the building, we have access to a roof terrace, a range of meeting, work and social spaces, plus showers and changing rooms on site.

The office itself has a large, open-plan work area, dedicated desks, personal lockers, private booths, group workspaces, and a wellbeing and prayer room. We have an internal kitchen, including coffee machine, fruit bowls, and a large dining area.

Overall, the office is set up to support the wellbeing, efficiency and performance of our team.



Enjoy the Game



RECRUITMENT PROCESS

STAGE 1 Submitting your application

To apply for the role, please apply via: [87 Vacancies - EFL \(English Football League\)](#)

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 deliver a presentation.

STAGE 4 Job offer

Congratulations on reaching this stage!

We look forward to welcoming you to the team.





efl.com

