

# PROGRAMME DEVELOPMENT MANAGER

Applicant Brief



**EFL** IN THE  
COMMUNITY

**CONTRACT:**

12 Month Fixed-Term  
Contract

**DEPARTMENT:**

Projects & Participation

**REPORTING TO:**

Education & Employability  
Manager

**LOCATION:**

Remote, London area



# INTRODUCTION TO EFL in the COMMUNITY

The EFL is about two things; great football competition on the pitch and improving lives of people in communities off it. With more than 40 million people living within 10 miles of an EFL Club, the potential to connect with local people is as great as it has ever been

EFL in the Community is the charitable arm of the EFL (English Football League).

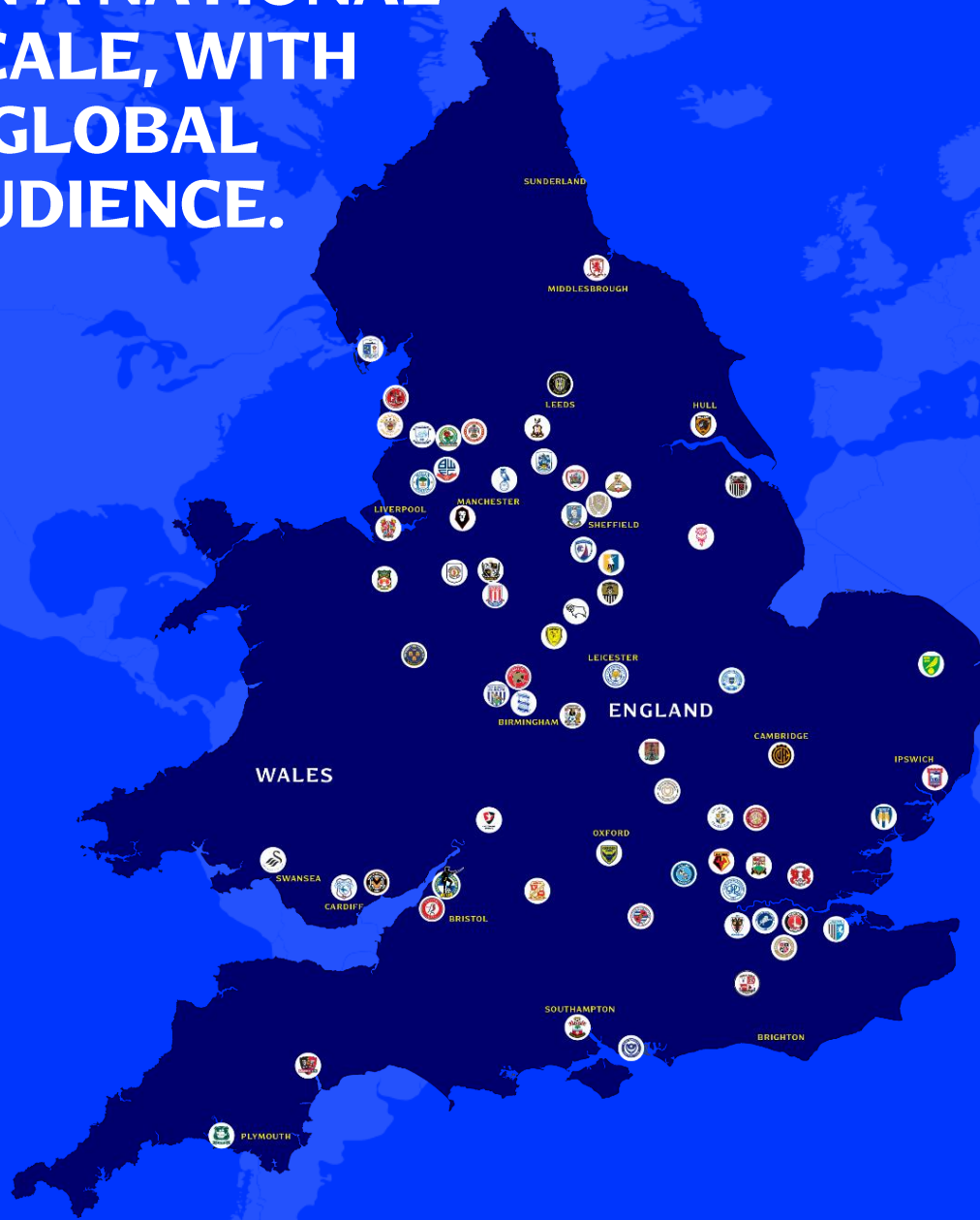
EFL in the Community (formerly the EFL Trust) was established in 2008 to support the groundbreaking work of EFL Football Club charities.

This network of charities across England and Wales use the power of the Club badge to reach people who need help. They deliver a wide range of initiatives focused on improving health and wellbeing; raising aspirations and realising potential – building stronger, more cohesive EFL communities.

Football Club charities engaged over 1.1 million participants last season and generated a total of £1.24 billion worth of social value across the full range of community initiatives and programmes.



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



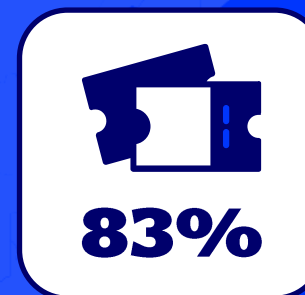
**EFL Clubs and their charities** cover a catchment area of 46.7 million people, 80% of the population of England and Wales



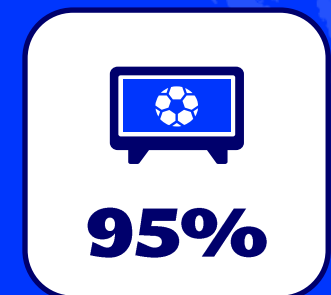
**Social value delivered to society every season**



**Participants engaged last season**



**Participants asked reported improved readiness for work through education and training**



**Participants asked reported improved feelings of social connectedness**



## OUR VISION

A collective network of 72 distinct organisations each equipped and empowered to address their community's diverse social challenges using the power of football to improve lives

## OUR MISSION

We will enhance and amplify the capacity and capability of the EFL Football Club charities.

We will support the network to develop greater social value and create stronger and healthier communities.

We will collaborate, lead and serve. We will be our network's greatest supporter.

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# 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...

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## JOB PURPOSE

The Programme Development Manager will lead the design, delivery, evaluation and continuous development of allocated programmes within Employability and Skills provision at EFL in the Community. Current programmes include the Greater London Authority Funded Training Ground programme and South Yorkshire Mayoral Combined Authority Adult Skills provision.

Working as part of the Projects and Participation Team, the role will ensure programmes align with organisational objectives, partner expectations, community impact goals, and local, regional and national policy priorities. The postholder will manage relationships with Football Club charities, external stakeholders, and funding partners to deliver high-quality initiatives that drive participation, inclusion, and positive social outcomes.



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# KEY RESPONSIBILITIES

The successful candidate will be expected to lead the design, delivery, evaluation and continuous development of allocated programmes within Employability and Skills provision at EFL in the Community alongside the following Key Responsibilities:

## PROGRAMME MANAGEMENT

- Lead planning, implementation, and monitoring of the programme across delivery partners, ensuring programmes meet agreed KPIs (i.e. recruitment, retention, progression), timelines, milestones, and budget requirements
- Ensure programmes are delivered in compliance with relevant funder requirements (e.g. GLA, SYMCA), including performance reporting, financial records, timely and accurate submission of funder claims and supporting evidence, and agreed outputs
- Use insight, research, policy knowledge, and data to inform programme delivery, target groups, and delivery models
- Identify opportunities for programme adaptation and improvement in response to delivery performance, emerging challenges, sector learning, including the development and implementation of targeted intervention strategies
- Where applicable, support delivery partners to design and improve projects and programmes, including the development of action plans to address performance issues, and actively challenge underperformance where required

## STAKEHOLDER ENGAGEMENT

- Build and maintain strong relationships with the funding provider(s), delivery partners, and other key stakeholders
- Represent EFL in the Community at meetings, forums, and events as required
- Contribute to the co-design and development of programme delivery approaches, including employability and stakeholder engagement strategies
- Collaborate with local and national partners to align services and maximise impact for participants

# KEY RESPONSIBILITIES

The successful candidate will be expected to lead the design, delivery, evaluation and continuous development of allocated programmes within Employability and Skills provision at EFL in the Community alongside the following Key Responsibilities:

## QUALITY ASSURANCE & COMPLIANCE

- Oversee programme governance, safeguarding, data protection, health & safety, and risk management processes across a national network of delivery partners, ensuring consistency and quality across multi-site delivery
- Ensure compliance with funder requirements, organisational standards, and delivery expectations, including alignment with relevant quality frameworks (e.g. Ofsted, ESFA, or equivalent)
- Support embedding continuous improvement and learning approaches across delivery partners to enhance quality and effectiveness
- Monitor delivery partner performance, holding partners accountable for contract performance, actively addressing underperformance, implementing improvement plans, and escalating concerns as appropriate



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# KEY RESPONSIBILITIES

The successful candidate will be expected to lead the design, delivery, evaluation and continuous development of allocated programmes within Employability and Skills provision at EFL in the Community alongside the following Key Responsibilities:

## REPORTING & EVALUATION

- Produce accurate reports for internal and external stakeholders, including funder performance reports
- Use data and insights to demonstrate impact and inform future development, ensuring a clear performance management and improvement cycle is in place
- Maintain accurate data systems, supporting participant eligibility checks and performance tracking
- Use evaluation insights to inform programme refinement, sustainability, and future funding opportunities

## TEAM COLLABORTION

- Work closely with colleagues and delivery partners to share best practice
- Support workforce development initiatives, including training, advice, and guidance for delivery staff
- Support capacity building across delivery partners, including consistent induction processes and shared standards of delivery



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# PERSON SPECIFICATION

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

## KNOWLEDGE & UNDERSTANDING

- Strong understanding of employability strategies, community engagement and participation within sport
- Knowledge of programme management methodologies and performance measurement
- Awareness of safeguarding, equality, diversity, and inclusion principles, particularly in relation to supporting disadvantaged and underrepresented groups
- Understanding of funding processes and partnership development
- Understanding of employability pathways, skills development, and progression routes into education, training, and employment
- Awareness of local, regional, and national labour market information (LMI) and skills priorities

## TECHNICAL SKILLS

- Programme planning and delivery using recognised frameworks (e.g., PRINCE2, Agile and/or equivalent), including employability or skills-based programmes
- Budget management and financial reporting
- Data analysis and impact measurement tools, including tracking participant outcomes such as progression into education, employment, or training
- Proficient in Microsoft Office Suite and programme management software
- Ability to use data to monitor learner engagement, retention, and progression outcomes

## GENERAL ATTRIBUTES

- Excellent organisational and time management skills
- Strong communication and influencing abilities, including engaging individuals and partners to support progression outcomes
- Ability to work collaboratively and build positive relationships
- Proactive, solution-focused, and adaptable to changing priorities, with the ability to respond to individual needs and barriers
- Commitment to EFL in the Community values and social impact goals, including improving employability outcomes for individuals from diverse and disadvantaged backgrounds



# PERSON SPECIFICATION

The following Knowledge, Skills and Attributes, although not essential, would be advantageous:

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



## 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.



## ELECTRIC CAR SCHEME

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



## 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.

# EFL OFFICE LIFE

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

This role is remote but based in and around London, you are not required to be in the office, however, the facility is there should you want it.

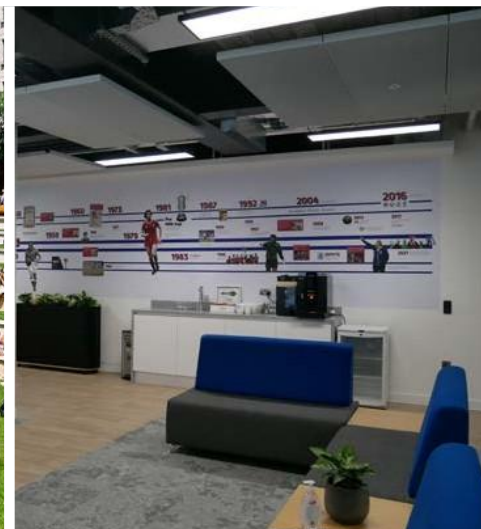
In April 2024, we moved into a new custom-fitted office at 50 Eastbourne Terrace in Paddington.

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.





# RECRUITMENT PROCESS

## STAGE 1 Submitting your application

To apply for the role, please apply via:  
<https://irecruit.efl.com/vacancies/vacancy-search-results.aspx>

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.



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LEAGUE TWO  
EFL

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CHAMPIONSHIP  
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[efl.com](https://www.efl.com)

