Title: Communications Manager - Media

Department: Communications

Reporting to: Head of Media and PR

Formed in 1888 by its twelve founder members, the English Football League is the world's original league football competition and is the template for leagues the world over. With 72 member clubs, it is also the largest single body of professional clubs in European football and is responsible for administering and regulating the Sky Bet EFL, Carabao Cup and Papa John’s Trophy, as well as reserve and youth football.

Our employees work together as an integrated team and employees have key objectives to offer the highest standard of service and administration to the Clubs within the EFL; maximise income available through sponsorship, television rights and advertising; and enhance and protect the reputation of the EFL and its competitions both on and off the pitch.

Purpose

The Communications Manager – Media, a senior position within the communications team at the EFL, will be responsible for managing all aspects of media relations as part of a communications team tasked with enhancing the reputation of the EFL domestically and internationally. This will be achieved through the building of key relationships with journalists across all aspects of local, regional, national and international print, broadcast and digital media, effective management of the EFL’s media office and its reactive and proactive messaging and the development and activation of an annual media/PR plan.

Main areas of responsibility

- To assist in the development and crafting of the EFL’s message for reactive and proactive media placement

- To write briefings, news releases and any other relevant documentation as required

- The day-to-day management and direction of the EFL media office including media liaison, organisation of media events and news conferences.

- To oversee media access and relations for the EFL’s five competition finals.

- To liaise and with, and present to, all Member Clubs to ensure they are fully briefed on the day-to-day media activity of the EFL.

- To offer support and guidance on media matters to Member Clubs, Executive Leadership team and EFL Trust.
• As part of the broader internal communications strategy devise a plan to ensure all departments are updated on media events and activities.

• To create, develop and maintain effective working relationships with journalists at all levels in order to identify opportunities and then to subsequently secure appropriate coverage through proactive media placement.

• To effectively manage relationships between rights holders and Member Clubs on key media matters wherever appropriate.

• Work in conjunction with the EFL’s PR team to ensure coverage is appropriately monitored (including Member Club channels) and disseminate the critical information around the business.

• To support the Head of Media and PR in the development of a programme for all employees to ensure they understand their media responsibilities and have undertaken appropriate training when representing the EFL in the media.

• To attend any meeting as required by the Head of Media and PR and contribute to the development of the Communications Department.

• To manage on behalf of the EFL the relationship with Data-Co in respect of the IPBS media accreditation system.

• To work in conjunction with all League Departments to ensure all aspects of the League’s communications are consistently and accurately disseminated to internal and external stakeholders, implementing best practice methods.

• To provide guidance and advice to the Communications Department to ensure a consistent and timely response to internal and external stakeholders.

• To promptly make reports to the Head of Media and PR in connection with any matter that may have an ongoing effect on the Communications Department.

• 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.

• To maintain and develop knowledge and skills relevant for the position of Communications Manager - Media.

• Any other duties as identified by the Head of Media and PR.
PERSON SPECIFICATION

The successful candidate will be able to demonstrate the following:

1. Exceptional written and verbal communication skills
2. Educated to Degree Level with a minimum of 5 years’ experience in a media/press officer/journalism role.
3. A thorough understanding of the Media and Communications industry.
4. An understanding of the EFL, its 72 member clubs and the wider Football Family.
5. Although not essential an understanding the EFL’s Regulations would be desirable
6. The ability to generate ideas, challenge the status quo whilst considering organisational limitations.
7. Trusted relationships with print, broadcast and digital media contacts (sport and non-sport)
8. Excellent interpersonal skills including proven experience of influencing individuals and decision makers at all levels.
9. Experience of crisis media management
10. Proven experience of effective media management and the development and activation of media and communications plans.
11. The ability to create, manage and maintain relationships with key internal and external stakeholders.
12. A track record for meeting and exceeding goals within strict timeframes in a pressurised environment.
13. The ability to plan and think strategically.
14. Pro-active approach to day to day issues.