



## **JOB DESCRIPTION**

<b>Title:</b>	<b>Corporate PR Manager</b>
<b>Department:</b>	<b>Communications</b>
<b>Responsible To:</b>	<b>Commercial PR Manager</b>

Formed in 1888 by its twelve founder members, the EFL (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. The EFL, through its charity the EFL Trust, also oversees the inspiring work of its 72 Clubs' community teams, engaging with more than 1.5million people every season.

Our employees work together as an integrated team, under the leadership of the Chair and Chief Executive Officer. 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**

Reporting into the Commercial PR manager, the Corporate PR Manager will assist in the activation of the annual strategic PR plan for the EFL, inputting into the overall Communications strategy and be responsible for all internal and external Corporate PR communications for the EFL.

### **Main areas of responsibility**

1. In conjunction with the Commercial PR manager, to be responsible for the day-to-day narrative and publicising the on-going story of the EFL, its Member Clubs and CCOs by securing coverage in the regional, national and international media.
2. To liaise and with, and present to, all Member Clubs to ensure they are fully briefed on all Corporate PR activity.
3. To use an internal communications strategy to ensure all departments are updated on Corporate PR events and activities.
4. To identify targets and objectives for news and sport coverage in regional, national and international media and ensuring these coverage levels are monitored.
5. To create, develop and maintain effective working relationships with journalists at all levels, particularly outside of the sporting and football environment.
6. To Champion the work undertaken as part of the EFL's charity partnership with Mind and take it to an internal and external audience.
7. To support the development of a programme for all employees to ensure they understand their responsibilities when representing the EFL.
8. Develop and plan PR activities and events that showcase the EFL in a positive manner,



eliminating the negatives.

9. To attend any meeting as required by the Commercial PR Manager and or Communications Director and contribute to the development of the Communications Department.
10. To utilise, maintain, and help systems currently utilised by the EFL and other relevant stakeholders e.g.sharepoint.
11. To work in conjunction with all League Departments with a strong focus on Youth development, Community and Inclusion to ensure all aspects of the League's communications are consistently and accurately disseminated to internal and external stakeholders, implementing best practice methods.
12. To provide cover, guidance and advice to the media function of the Communications Department to ensure a consistent and timely response to internal and external stakeholders.
13. To promptly make reports to the Commercial PR Manager in connection with any matter that may have an ongoing effect on the Communications Department.
14. 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.
15. To maintain and develop knowledge and skills relevant for the position of PR Manager and the Communications Department.
16. Any other duties as identified by the Commercial PR Manager.



## **PERSON SPECIFICATION**

The successful candidate will be able to demonstrate the following:

### **Essential Requirements**

1. Educated to Degree Level with a minimum of 3 years' experience in a PR role.
2. A thorough understanding of the Media and PR industry.
3. Experience of working within the sports industry.
4. An understanding of the EFL and its 72 member clubs and the wider Football Family.
5. The ability to generate ideas, challenge the status quo whilst considering organisational limitations.
6. Trusted relationships with print and broadcast media contacts.
7. Excellent interpersonal skills including proven experience of influencing individuals and decision makers at all levels.
8. Exceptional written and verbal communication skills.
9. Proven experience of developing and activating PR plans.
10. The ability to create, manage and maintain relationships with key internal and external stakeholders.
11. A track record for meeting and exceeding goals within strict timeframes in a pressurised environment.
12. The ability to plan and think strategically.
13. Pro-active approach to day to day issues.