



## City Football Group Graduate Prospectus 2018/19







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Established in May 2013, City Football Group is the owner of football-related businesses in major cities around the world, including football clubs, academies, technical support and marketing companies.

It is our ambition to increase participation in football on and off the field, to find and develop the best footballing talent, and to deliver an exciting and forward playing game.

By achieving these ambitions – playing attractive football, engaging our community of passionate fans and adopting a uniquely global yet local approach – we are growing a sustainable and socially responsible organisation, consistent with what ‘City’ football has meant to people for over a century.

Today, the Group has majority owned and operated clubs on three continents – Manchester City in the Premier League, New York City FC in the MLS and Melbourne City FC in the A-League.

The Group also has investments in the J-League’s Yokohama F. Marinos, Club Atletico Torque in Uruguay and La Liga’s Girona FC, as well as a number of other football related investments including eSports.

City Football Group is owned by Abu Dhabi United Group (ADUG) (87%)

and the China Media Capital (CMC) Consortium (13%). Until December 2015, City Football Group was wholly owned by ADUG, a private investment and development company belonging to His Highness Sheikh Mansour bin Zayed Al Nahyan.

City people are entrepreneurial, innovative, open-minded and team-oriented. We are looking for graduates who will challenge our thinking and have a will to win, who combine a global approach with an understanding of the importance of all our local communities.

City Football Group structure



Support Companies

City Football Services

City Football Marketing

City Football Foundation

Clubs



Founded in 1880 as a community club, Manchester City is now a leading EPL club and one of the fastest growing sports brands in the world



Jointly owned with New York Yankees, New York City FC became the 20th franchise of the MLS in the 2015 season



Melbourne City FC competes in Australia’s top A-league which continues to grow in size and popularity





**We are seeking exceptional graduates to be part of City Football Group and become our future leaders.**

Opportunities exist in a range of areas across City Football Group (CFG) for high achieving individuals who share our values and combine excellent academic standards with the drive to excel in this challenging and exciting environment.

**What can you expect?**

**Excellence.** We are a leading football organisation with a talented, diverse, and driven global team. At City Football Group you can work in one of the most exciting and fastest growing industries in the world while building strong relationships across sport.

**Development.** Our culture encourages and rewards innovation, game-changing impact, initiative, and collaboration. You will be supported with job-specific and technical training throughout your time with CFG, supported by your manager and team.

**Challenges.** A job at City Football Group offers significant responsibility and the opportunity to quickly take ownership of multiple projects. We offer high-impact roles in a fast-paced, growing, commercially-focused, and demanding business environment.

**Graduate Training Programme**

We believe in an apprenticeship culture where you will receive continuous training and develop your skills 'on-the-job'. This model allows you to learn rapidly and apply skills from day one whilst benefitting from a core training program over your first 12 months in the role.

**Development Pathways**

There are a number of departments and functions within City Football Group, ranging from Partnership Sales and Business Intelligence, to Media, Fan Relationship Management and Operations Development. As City Football Group expands and develops in new markets, new roles will become available within the organisation, giving you access to opportunities to take on new career challenges and experiences throughout your time with us.





**Roles at City Football Group**

Our successful graduates enter City Football Group (CFG) as part of the Operations Development team working on business strategy across the Group. From here, graduates will learn about many areas of CFG before migrating into roles across the business.

Eventual roles could be across a range of areas, including: Business Intelligence, Fan Relationship Management, Marketing, Media Strategy, Partnerships, or staying within the Operations Development team.



**Example Graduate Role**

**Operations Development Analyst**

Operations Development is a Group function that provides cross-functional support to the different clubs and entities across CFG on a wide range of topics. Operations Development has three key aims:

1. Develop/support cross functional projects that help the Group
2. Provide project support to individual clubs when needed
3. Co-ordinate best practice sharing across the Group

**Key Responsibilities**

- To support the Director of Operations Development in the development and delivery of key strategic projects across City Football Group and its markets
- To conduct detailed research and analysis of key business data including City Football Group businesses
- To benchmark other relevant organisations and key market and economic trends





**Erica Joseph**  
**Business Intelligence Executive**

My first year at City Football Group (CFG) has been a truly unique experience that could not have been replicated at any other organization in the United States. I have had the opportunity to travel to our offices in the UK, as well as work closely with colleagues on four different continents on a variety of projects. The support and guidance I received from all members of the team over the past year has helped me to grow, develop and achieve great success in my work thus far.

I joined CFG in August 2016 as an Operations Development Analyst after graduating with a BA in Sport Management from the University of Michigan in April 2016. During my first six months on the Operations Development team, I was exposed to and given the opportunity to participate in several high-level projects across multiple departments, including the opt-out and renewal process for the ticketing department and assisting in the development of the Group's eSports strategy.

**Graduate Scheme Experience**

The graduate scheme provided me with the necessary tools and resources to develop the skills and knowledge to be successful as an analyst at City Football Group. I spent my first week in London and Manchester, being introduced to advanced Excel, standard PowerPoint formats and different areas of the business during a training induction with the other new analysts. Since then I have continued to learn on the job and develop my skills through project work.

**Current Role**

Since featuring in the 2017/18 Prospectus as the first Operations Development Analyst based in the New York office, I have joined a new team within the Group – Business Intelligence. Having always been inclined to the partnerships side of the business, I expressed an immediate interest in eventually joining this team at the start of my time with CFG and was given the opportunity to do a six-month trial run from January - May. My responsibilities during this time included conducting sales support activities, managing all assets available to partners, tracking asset valuations, and developing a proposed tiering structure for our sales team. After a successful six months "on loan", I was offered a full-time position as a Business Intelligence Executive.

**Career Ambitions**

My time at CFG has helped me to reaffirm my desire to work in partnerships. The Group has provided me with a solid foundation in the sport industry, and I am confident that I will be successful in the years to come because of my experience from the past year as part of the graduate scheme.



**I have continued to learn on the job and develop my skills**





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”

## Will Pithers eSports Manager

By far the most positive element of my time so far at City Football Group (CFG) has been the great variety of people I have been able to meet, work, and socialise with. Since joining the company just over two years ago, I've been involved in several projects that have spanned multiple teams, departments and external agencies. As a language student at university, personal interaction was something that was built-in to my degree, and CFG has been the ideal environment in which to continue that trend.

In August 2015, I joined CFG in the role of Media Strategy Analyst and became part of a 50 person-strong digital media team of specialists in Content, Product, Strategy and Commercial Media, split between our offices here in London and CFG's HQ in Manchester. In essence, our role is to grow and engage the digital fanbases of each of CFG's clubs – a number that totals about 400 million football fans worldwide. If this sounds like a broad objective, that's because it is! Equally, it gives us the license to be creative, think differently, and constantly push to continue to be amongst the most digitally innovative football clubs on the planet.

### Graduate Scheme Experience

On a personal level, the structure of the graduate scheme has allowed me both to develop basic working skills and build up a genuine industry knowledge of the media landscape. During my time here, I've been involved in things like: devising the content plan for Manchester City's Snapchat account; helping to deliver

Etihad's City2City branded content series; and developing a strategy to work with digital influencers during Manchester City's pre-season tour to the USA.

### Current Role

One project I was involved in setting up as a Strategy Analyst was CFG's move into competitive gaming, otherwise known as eSports. We now have console players at Manchester City, New York City FC, and Melbourne City FC, representing the clubs at professional FIFA tournaments. I developed a real passion for the project and I leapt at the opportunity to work in eSports full-time. Now, as eSports Manager, I lead our eSports operations, including managing multiple players and attending competitive tournaments all over the world.

### Career Ambitions

At my university graduation, if you would have told me that I would be working in video gaming within two years, I'm sure I would have laughed. It's about as far from a language degree as you can get, but it's the right role for me, for several reasons. Most importantly, it enables me to work within a rapidly-growing industry, and one that looks like it will play a significant role in the future of entertainment. Long-term, Media is where I want to be, and I'm fortunate that City Football Group is a great platform to do just that.







### Marc Boixasa Team Manager

I am responsible for all operational requirements of the First Team squad relating to match days, team travel and day-to-day First Team duties.

#### Career

Throughout my life I have developed a strong vocation for the world of sports, especially for football. In order to satisfy my desire of working professionally in this industry, my academic studies turned around varied aspects of sports management, and my professional career to date has been predominantly in different roles within football clubs such as FC Barcelona, Sevilla FC and Girona FC.

I joined City Football Group (CFG) in October 2012 as part of the newly-created International Department based in the London office.

My main role was to assist the Head of International in three main business units: Tour, Schools of Football and Regional Partnerships. The organisation was growing at such a pace that it was necessary to change not only the commercial structure but we also had to move to a brand new office. With these changes I was asked to lead the newly created Business Intelligence department. After some time I felt I wanted to work closely with football and I was very fortunate to have the opportunity to move to Manchester to work as a Team Manager for the Elite Development Squad. In June 2016 I was promoted to the First Team carrying on the same role.

#### Why City Football Group?

When I started at Manchester City my role was within the commercial unit of the organization, but nowadays I sit within Football. Such transition would have not been possible in any other organisation and proves that with hard work and commitment the opportunities at CFG are endless.

Also, working with CFG gives you the opportunity to interact and share knowledge with colleagues from different clubs which is something quite unique in the Sports Industry, especially in football.



### Dina Ahmad Partnership Sales Director (EMEA)

I am part of a global sales team that is responsible for driving commercial revenue for all of City Football Group's clubs and teams through developing long-term sponsorships.

#### Career

I graduated from the London School of Economics in 2006 with a Management Sciences degree focused in Finance and Statistics, which naturally lent itself to a career in Investment Banking. After graduating, I spent over eight years working for Investment Banks with the majority of that time as an Emerging Markets Fixed Income Strategist, responsible for analysing and forecasting market trends, and developing investment strategies for my clients to profit from.

However, my passion has always been in sport, and in football in particular, so I sought a role where I was able

to combine my commercial and strategic skills with my passion for sport. I joined City Football Marketing's Partnership Sales team in 2014 and I haven't looked back since.

My responsibilities include identifying target brands through comprehensive sector and category analysis, developing innovative partnership ideas and pitching strategic partnership proposals to C-suite executives across a variety of industries, and negotiating contracts.

#### Why City Football Group (CFG)?

Soon after joining CFG, I noticed that the people and environment were the greatest assets of the organisation. I am lucky enough to work with a diverse group of talented colleagues from a range of backgrounds and industries.

CFG's unique structure means that my role is truly diverse and presents unique challenges and opportunities, as I am tasked with developing partnerships for men's and women's football teams across the world that play in a variety of leagues and competitions.

The growth of CFG has been incredibly fast-paced which means that exciting developments and new opportunities are constantly arising. I have been fortunate to have been a part of the organisation through some of these milestones – including the opening of the City Football Academy in Manchester, NYCFC's inaugural season and the investment into CFG by CMC Holdings and CITIC Capital in 2015.



1  
Initial application

- Complete relevant pre-application information form, followed by submission of CV and Cover Letter.
- UK applications: (London and Manchester): 25 September - 29 October 2017  
[mancity.com/fans-and-community/club/vacancies](http://mancity.com/fans-and-community/club/vacancies)
- US applications: (New York): 7 September - 1 October 2017  
[nyfc.com/team/careers](http://nyfc.com/team/careers)

2  
Online tests

- Successful candidates are invited to complete online tests.
- Candidates are assessed on: numerical reasoning, critical reasoning, and personality profiling.

3  
Assessment centre

- Successful candidates are invited to attend an assessment centre.
- Candidates are evaluated through a range of exercises including: competency interview, individual case study and group case study.

4  
Final interview

- Successful candidates are invited to attend a final interview with their prospective line manager.
- Candidates are evaluated on their ability and fit for a role at City Football Group.

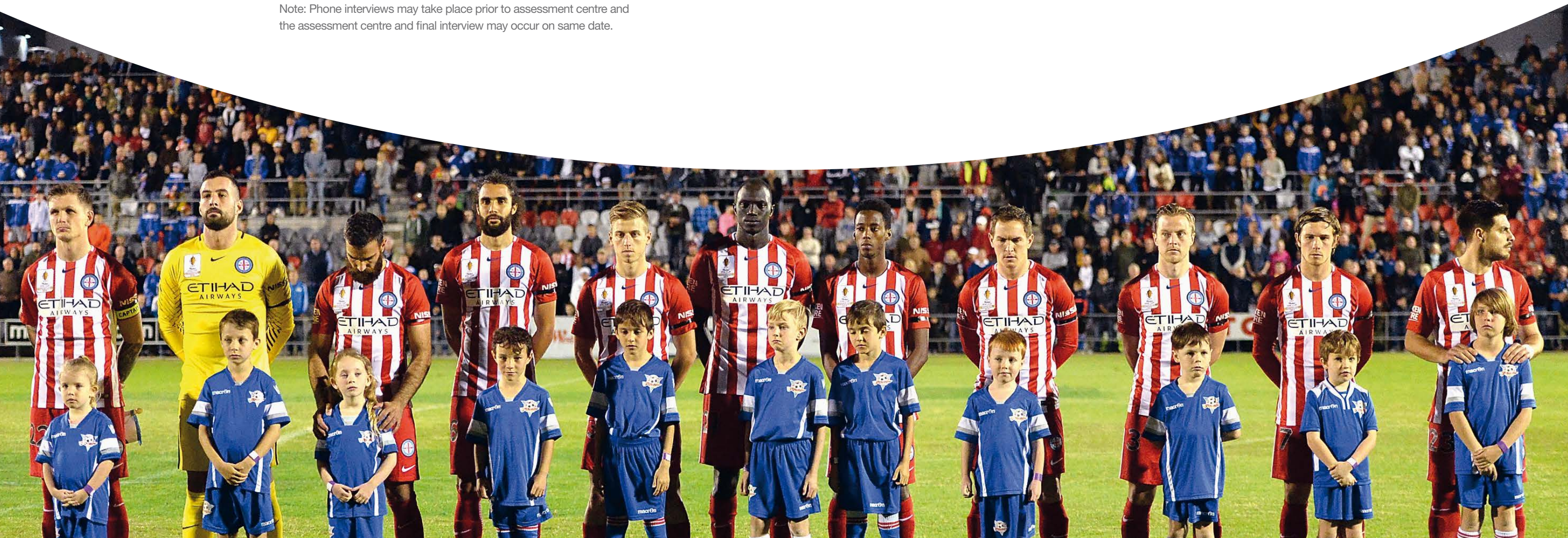
Note: Phone interviews may take place prior to assessment centre and the assessment centre and final interview may occur on same date.

## Equality and Diversity

We recognise the importance of fostering an environment where employees feel valued, respected and empowered. Our diverse, global workforce is one of our strengths and is a key factor in the evolving success of our organisation.

City Football Group promotes equal opportunities in employment and welcomes all applications from people who meet the requirements of the job description.

As a member of the Two Ticks scheme, we are proud to show our commitment to employing disabled people and judging people on their abilities alone. We make a commitment to interview all disabled applicants who meet the minimum criteria for a job vacancy and to consider them on their abilities.







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