City Football Group
Graduate Prospectus
2019/20



City football

04 City Football Group

06 Graduates

14 People

16 Applications

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 Atlético Torque in Uruguay and La Liga's Girona FC, as well as a number of other football related investments including eSports and recreational football.

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

City football

Support Companies

- Global Football
- City Football Marketing
- City Football Foundation

Clubs

Manchester City

Founded in 1880 as a community club, Manchester City are now the reigning Premier League champions and one of the fastest growing sports brands in the world.

New York City FC

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

Melbourne City FC

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

Yokohama F. Marinos

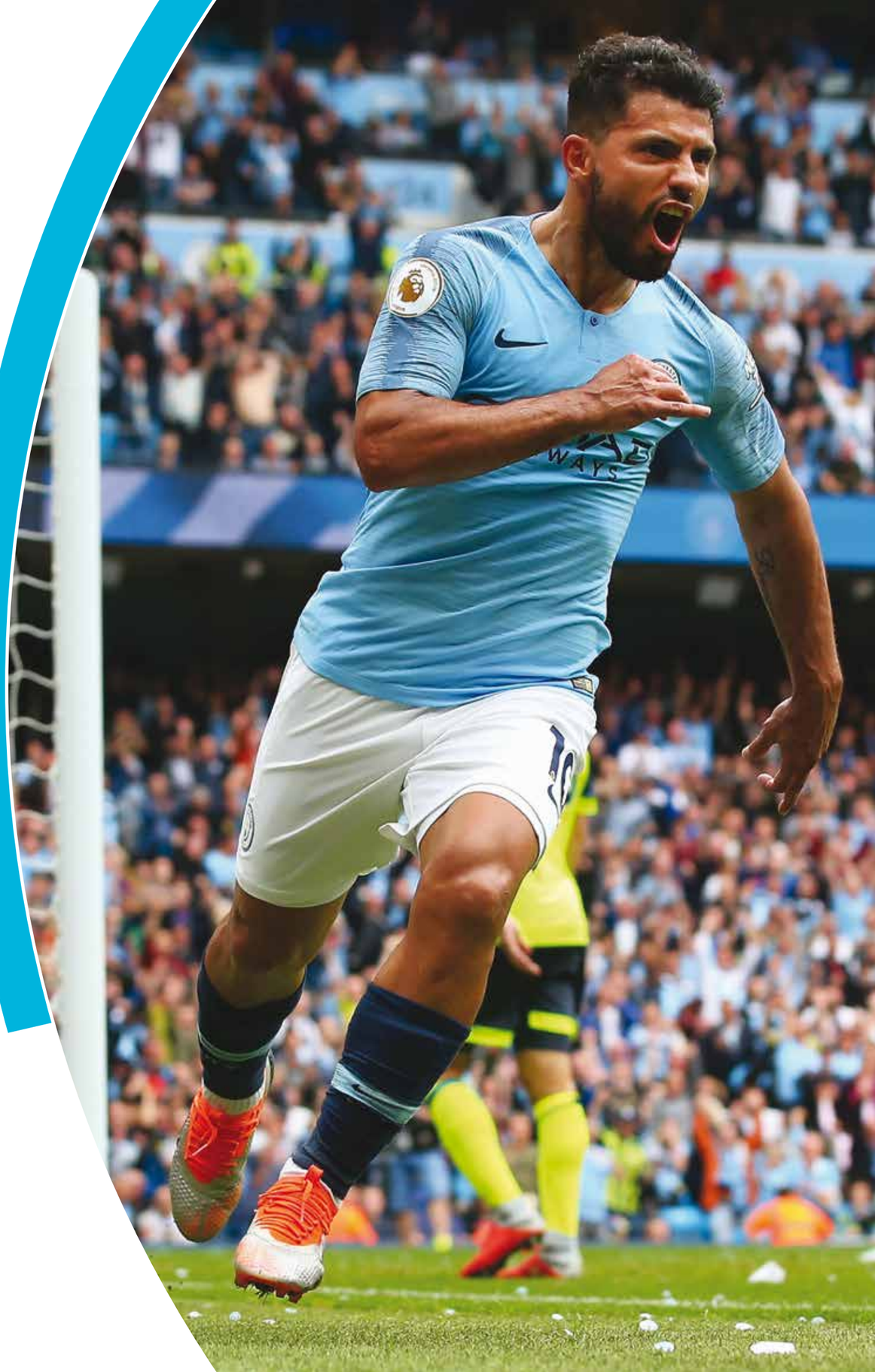
In May 2014, CFG announced an investment and partnership with the founding member and three time champions of the Japanese J-League.

Club Atlético Torque

Founded in 2007 in the Uruguayan capital Montevideo, in 2017 CA Torque became the youngest club in the history of the Uruguayan Federation to be promoted to the top tier.

Girona FC

In May 2017, Girona won promotion to Spain's La Liga for the first time in its history, making an impressive impact by finishing 10th.



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. Previous graduates have worked in departments such as Business Intelligence, Fan Relationship Management, Marketing, Media Strategy or have stayed within the Operations Development team. There may also be opportunities in other functions across the business, including Communications, Finance, Safeguarding or Partnerships.





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



Asia Lambert
Operations Development Analyst

Project managing Manchester City's submission for the Premier League Equality Standard was both a challenge and hugely rewarding. Exploring the work that the club does to tackle areas of under-representation and considering what changes we could make as a business to try to increase diversity, meant splitting my working week between London and Manchester and working across departments to bring together supporting evidence for our submission. A year on, being able to hold our certificate for the Advanced Level of the standard, placing us in a very select group of clubs, brings me a huge sense of achievement.

I joined CFG in January 2017 as an Operations Development Analyst in the London office, after graduating from Cambridge University in 2016 with a BA in Human, Social and Political Sciences. During my first few months I worked on a range of research-based projects, including producing weekly newsletters summarising the latest developments in football, sport and related businesses for senior management.

Graduate Scheme Experience

The graduate scheme has provided me with the necessary skills and experience to be a successful analyst, not just here at CFG but in other consultancy environments too.
I spent my first week learning how to use Excel and PowerPoint via in-team training sessions.

I was introduced to different areas across the business during a club-wide induction at CFG's HQ in Manchester.

Since then I have continued to learn on the job, but there are also opportunities to sign-up for external training such as advanced Excel or Project Management to help with your further development.

Current Role

After completing my long-term project for the Premier League Equality Standard, I have now returned to work full-time within the Operations Development team. I am currently part of the team working on visitor attractions that we have on the Etihad Campus in Manchester, including a revamp of our stadium tour.

Career Ambitions

As a lifelong City fan, if you had told me a few years ago that I would have the opportunity to work for the club I would never have believed you, and for that reason I feel it is impossible to predict where my career path will take me. It has been fascinating to experience what it is like to work within the sports industry, at one of the world's leading football clubs, during a time of immense importance not just in Manchester City's, but also in CFG's history.

> **"It has been fascinating to experience what it is like to work within the sports industry"**

Will Pithers
eSports Manager

My time working at City Football Group, to-date a little over three years, is impossible to characterise with a single adjective. The sheer variety of projects I've worked on, and the countless individuals with which I've collaborated in myriad departments across the business, have helped create a working environment that is constantly changing, and never boring. As a language student at university, social interaction is built-in as integral to success, and CFG has been a perfect continuation of that in the world of employment.

Graduate Scheme Experience

The structure of the Graduate Scheme is such that it allows new starters to develop basic working skills and build up a genuine industry knowledge of the sports business landscape. In August 2015, I joined the company 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 office in London and CFG's HQ in Manchester. In essence, the Media team's role is to develop and engage the digital fanbase of each of CFG's clubs, whose followers total more than 400m football fans worldwide.

If that sounds like a broad objective, that's because it is! Equally, it gives us the license to be creative, think differently, and push ourselves to continue to be amongst the most digitally innovative football clubs in the world.

During my first two years here, I was involved with various projects designed to expand City's digital following, but the project that really caught my attention was eSports.

Current Role

Today, I work in the role of eSports Manager at CFG. eSports, or competitive gaming, essentially entails professional video gamers ('eAthletes') competing for prize money. CFG now has eAthletes across each of its core clubs, and our pro gamers represent us by competing in FIFA tournaments that take place all over the world. My responsibility is to manage the players on a day-to-day basis, including accompanying them at tournaments – this year I've been lucky enough to travel to China, Spain, Singapore and the US – in addition to driving forward our eSports and gaming strategy more generally. It's a challenging position, but one that's also incredibly exciting and rewarding.

> **"It's a challenging position, but one that's also incredibly exciting and rewarding"**

Career Ambitions

At my university graduation, if you'd told me that I would be working in video games by the age of 24, I'm sure I would have laughed! What the last three years has taught me is that you never know which direction your career might take, so it would be foolish of me to try and predict my future path. The great thing about CFG is that it thrives off this unpredictability to create an environment that is constantly stimulating and empowering for its employees, regardless of your position and goals.





Marc Boixasa
Team Manager

I am responsible for all operational requirements of the Men's 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 Men's 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 organisation, but nowadays I sit within Football. Such a 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?

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 NYCFC's inaugural season, the addition of Girona FC and Atlético Torque to the group and Manchester City's record-breaking season!



Stage 1:
Initial application

- Complete online application form, including submission of CV and Cover Letter.
- Applications close 28 October 2018, visit **mancity.com/fans%20and%20community/club/vacancies**

Stage 2:
Online tests

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

Stage 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.

Stage 4:
Final interview

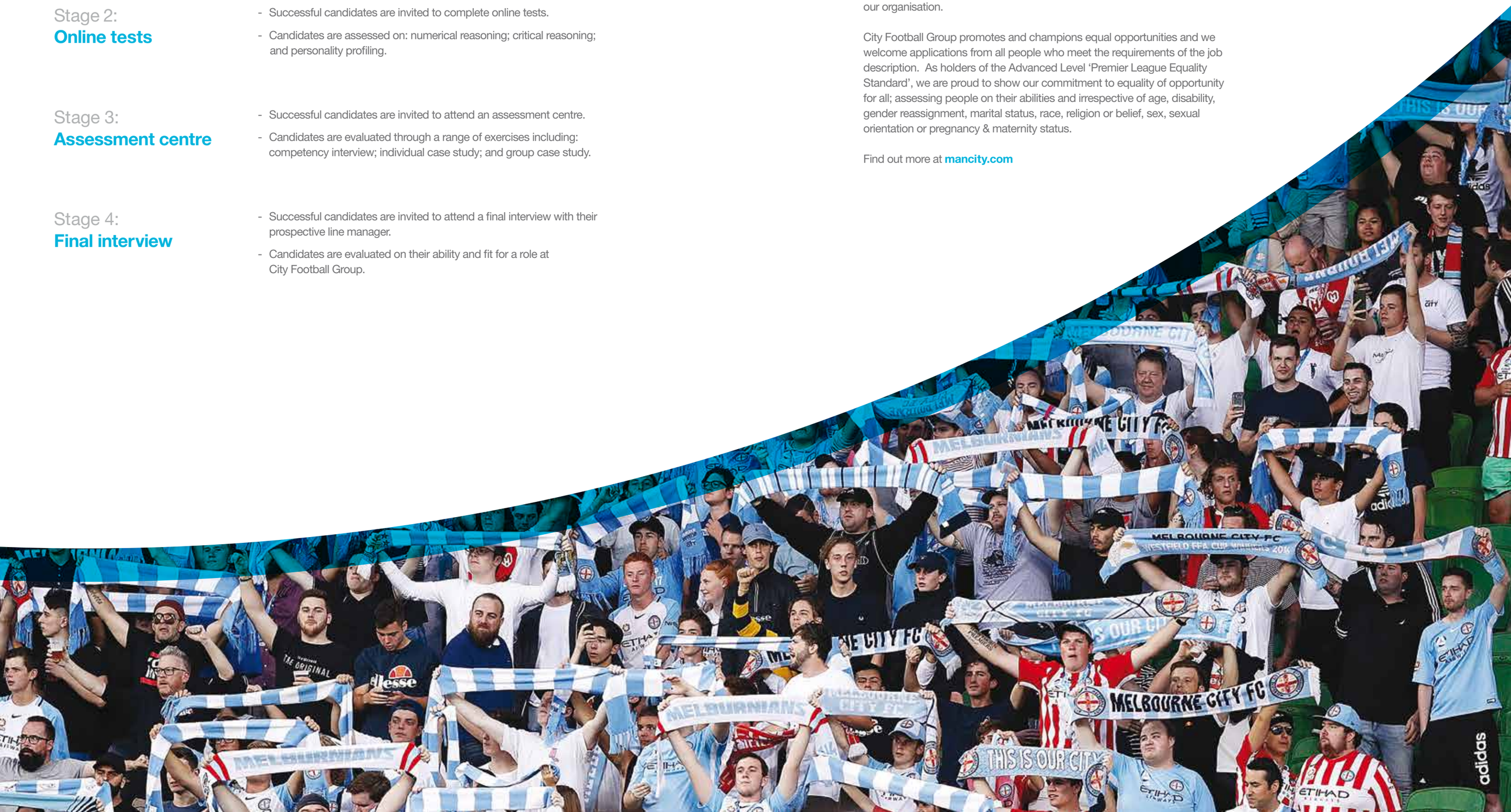
- Successful candidates are invited to attend a final interview with their prospective line manager.
- Candidates are evaluated on their ability and fit for a role at City Football Group.

Equality and Diversity

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

City Football Group promotes and champions equal opportunities and we welcome applications from all people who meet the requirements of the job description. As holders of the Advanced Level 'Premier League Equality Standard', we are proud to show our commitment to equality of opportunity for all; assessing people on their abilities and irrespective of age, disability, gender reassignment, marital status, race, religion or belief, sex, sexual orientation or pregnancy & maternity status.

Find out more at **mancity.com**





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City football