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ROLE TITLE:	EURO 2028 Advisor (Host Cities)
GRADE:	6
LOCATION:	Office based (London, Loughborough, Manchester) with flexible hybrid working and some travel within the UK required.
REPORTS TO:	EURO 2028 Senior Advisor (Host Cities)
SALARY:	£65,000 plus generous benefits

ROLE SUMMARY

As the UK Government's technical major events agency, UK Sport is playing a key partner role in supporting the successful staging of UEFA EURO 2028 across the UK & Ireland.

UK Sport will be responsible for:

- Overseeing the distribution, management and assurance of Exchequer funding to Host Cities in the UK, and UK&I 2028 Ltd – the special purpose vehicle being established by the Football Associations to coordinate delivery of domestic partners responsibilities toward the tournament
- Overseeing a wider non-host city activation programme in England to spread the benefits of the tournament outside of the cities hosting matches
- Providing strategic, technical and financial support, advice and critical challenge to host city and delivery partners to improve outcomes for the tournament
- Providing technical advice to DCMS throughout the EUROs programme, to support its oversight, implementation and delivery functions
- Overseeing the tournament evaluation and impact assessment programme and coordinating all related requirements with football, government and host city partners
- Providing the secretariat function for the Government Partner Funding Group and supporting Government Partner milestone planning and delivery

The EURO 2028 Advisor (Host Cities) will primarily work across the day-to-day management of relationships with city partners and be a key part of stakeholder management across the partnership.

The postholder will be the primary point of contact to a defined group of host cities, They will also lead on defined projects and priorities within the EURO 2028 team; this may include coordinating



consistent support to areas such as business and commercial, fan zones, volunteer programmes or mobility.

From the outset, the role will have significant day-to-day management responsibility for grant management processes with city partners and will manage UK Sport's assurance processes for that investment, providing technical support and critical friendship to all partners.

The postholder will play an integral role in supporting UK Sport's EURO 2028 delivery responsibilities and will be working at the heart of what will be the UK's largest and highest profile mega event in the 2020s.

KEY RESPONSIBILITIES

- Manage and oversee the relationship of UK Sport's day-to-day engagement with two to three city partners, managing each related host city grant award and funding condition compliance - managing and assuring all related investment
- Provide financial knowledge of city event budgets to assist in development and assessment of investment over time.
- Manage cross-stakeholder relationships across the landscape of the project (this may include football partners, stadiums, UK&I Ltd, government partners etc.)
- Provide critical friendship and technical support to city partners, capturing key programme risks, opportunities, areas for enhancement and supporting all areas of the programme as required
- Act as an integral member of the UK Sport EURO 2028 Host City team, ensuring delivery of defined objectives within that team whilst working in an agile way which will be driven by the progression of the programme and expansion of the team over time.
- Act as a collaborative and supportive member of the EURO 2028 team overall.
- Deliver effective internal reporting to the EURO 2028 Senior Advisor and, when required, directly to UK Sport's EUROs Oversight Group, Programme Group and EURO 2028 Lead on defined areas of responsibility.
- Build relationships with key external delivery partners and internal functions within UK Sport including finance, HR and Legal as well as the wider major events team.
- Lead and/or support on one or a small number of other project specific workstreams within the host city workstream (and where relevant within the wider EURO 2028 programme).
- Support a programme of investment into non-host-cities in England - ensuring the benefits, impacts and buzz of the tournament is spread as broadly as possible.
- Maintain a network of contacts across the project and within UK Sport to ensure effective, collegiate partnership working and contributing to continuous improvement and knowledge transfer across the system.
- Provide other support to the programme and wider EUROs team as may be required

KEY SKILLS, EXPERIENCE & ATTRIBUTES

Essential:

- Experience of working in major/mega event strategic planning and delivery in the UK
- Demonstrable experience of partnership working with multiple stakeholders, including managing complex multi-partner relationships

- Experience of working with/in cities/local authorities or similar partners within a major event environment
- An understanding of grant management and public funding responsibilities and processes
- Financial literacy including budget development, cost forecasting and working with large/complex budgets
- Project/Programme Management experience and a demonstrated ability to work on multiple different project workstreams concurrently
- Experience of working in a fast-moving time-bound project environment
- Ability to work in the spirit of collaboration and find innovative solutions
- A committed and proactive team player
- A passion for the UK Sport mission and the ability to manage relationships through UK Sport values

Desirable:

- Knowledge and understanding of major football tournaments
- Knowledge and experience of working with UEFA, its tournament structures and legal requirements
- Experience working with, and reporting on, public investment
- Excellent written and verbal communications skills
- Advanced experience of Microsoft software including Word, PowerPoint and Excel
- Experience of, and confidence in, presenting to senior officials
- Knowledge and understanding of local authority structures and the local government environment
- Knowledge/experience of a specific area within the event landscape such as fan zone delivery, mobility planning or volunteer programmes
- Passion for sport & events

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis.

More about the Programme and the day to day of the role

UK & Ireland celebrated making history following UEFA EURO 2028 being awarded in October 2023. This will be a unique and pioneering partnership to stage an amazing summer of football that will create memories to last a lifetime.

Contested every four years, the UEFA European Championship has been showcasing the continent's top football talent since its inception in 1960 and is the world's third largest sporting event. UEFA EURO 2028 is taking place across the UK & Ireland, who will jointly host Europe's top 24 men's national teams to compete in a 31-day, 51 match tournament, attended by over 3 million spectators and with a global tv audience of upwards of 2 billion people.



As one of the world's largest and highest-profile sporting events, UEFA EURO 2028 will attract the attention of the sporting and major event communities, the media, and the public at large across the UK & Ireland, Europe and the World. With its unique hosting model, the event promises to spread the impacts and benefits of the tournament across the nations and communities of the UK and Ireland.

The UK and Ireland Football Associations are supported by the government partners to deliver the tournament, and the partnership will continue to work together across governments and football associations throughout the tournament lifecycle. A special purpose vehicle has been established by the Football Associations, UK&I 2028 Ltd, to coordinate delivery of domestic partners responsibilities for the tournament. UK Sport is an enabling partner and will support this body and other partners throughout the tournament planning and delivery in a specific role as outlined above in this job description.

Roles in this programme at UK Sport are not tournament operational delivery roles, (but may well be suitable to people with operational backgrounds); rather they are focused on supporting and enabling world-class delivery and ensuring that certain funded activity is delivered successfully, within budget and to the highest levels of probity and integrity.

What will a day in the life of this role feel like?

We're recruiting two EURO 2028 Advisor's (Host Cities), who will both support the day-to-day management of relationships with city partners, overseeing the distribution, management and assurance of Exchequer funding to Host Cities in the UK, and contributing to related projects. They will play a key role in stakeholder engagement across the partnership.

While no two days will be the same, the role will include structured reporting deadlines and a monthly rhythm that will evolve as the tournament approaches. You'll be responsible for meeting clear deliverables and reporting requirements.

You'll participate in a mix of formal and informal meetings (both in-person and online), ranging from presenting to senior leaders to informal check-ins with stakeholders or attending steering boards.

This role involves building strong relationships. While we provide guiding principles, you'll be encouraged to adapt your approach to suit different environments. You'll work directly with partners to support their success, whether that means offering advice, constructively challenging ideas, or simply listening. Some conversations will be straightforward, others more complex.

You'll work with numbers and spreadsheets regularly. While you don't need to be an accountant, you'll need to critically assess data, compare figures, and draw meaningful insights. Monitoring compliance with funding awards and presenting complex information clearly will be key.



You'll be part of a small, collaborative team that shares ideas and information to ensure consistent, high-quality support across all partners.

As the team grows, each member will take ownership of one or more projects or specialisms, ensuring consistent advice and streamlined relationships with UK&I Ltd. Alongside managing your allocated city partners, you'll lead specific project work packages.

The role offers a high level of autonomy and requires strong project management skills to align your work with a wider, complex programme. It's a chance to contribute to the UK's largest and most high-profile mega event of the 2020s.