

JOB DESCRIPTION



Job Title: Club Development Officer	Current Job Holders: N/A
Department: Marketing/Fan Engagement	Effective Date:
Location: Gaughan Group Stadium	Reports to: Head of Media & Communications

JOB OVERVIEW

To maximise the club's impact in its local community, improve the fan experience on home matchdays and to strengthen the relationship between the club and its supporters. To create new fans for Leyton Orient by engaging effectively with people in the club's local area, whilst also engaging regularly with the club's existing, and extremely valued, fans. To develop new schemes involving local schools, community groups, grassroots football teams and other organisations to help more people engage with Leyton Orient. To increase the club's outreach in East London and Essex.

KEY RESPONSIBILITIES

- To lead a small team on home matchdays and oversee and improve the delivery of the club's pre-game and half-time activities.
- To work closely with the EFL and Leyton Orient Trust to ensure that all central and club specific themed matchdays are delivered effectively.
- To act as Leyton Orient Football Club's dedicated Supporter Liaison Officer (SLO)
- To ensure that all EFL and PFA community requirements are met and exceeded.
- To develop and introduce a new partnership scheme, or schemes, involving local schools, grassroots teams, community groups, universities and colleges to help attract potential new fans to Leyton Orient Football Club and develop regular lines of communication with the club and these organisations.
- To lead on the organisation and delivery of player community visits. This includes but is not limited to schools, youth groups, grassroots teams and local hospitals. This will involve engaging with playing staff and strong advanced planning and communication skills.
- To work closely with the Communications department to ensure that player community visits are captured and published across club channels to shine a spotlight of the club's community work.
- To lead and deliver the club's popular stadium tours.
- To lead and deliver the club's holiday Soccer Camps, with the assistance of third-party partners
- Oversee requests for signed memorabilia from fans and outside agencies/charities. Liaise with Training Ground personnel to ensure the efficient return of signed items. This will include monitoring of said requests and keeping records.

- Delivery of the Family Excellence requirements including but not limited to liaising with each department to ensure that they understand and appreciate the importance of the award. Creating a guide for each department that the EFL review for the Family Excellence Award. Looking at ways of always improving the matchday experience for new and old fans alike.
- To work closely with the club's Marketing department to ensure that data capture is at the centre of your engagement activities, and that all local people who you capture data from are subsequently engaged with by the football club
- Manage a new fan email address – a one-stop shop for supporters to get in touch with questions for the club. Create monthly reports for senior management team meetings that will show trends in emails received from fans. Major trends to be identified and raised immediately
- Organise and attend meetings with club stakeholders and existing supporter groups. Liaise regularly and build strong relationships with fan groups and develop meaningful relationships with the local community and groups (Schools, Churches, Colleges, Businesses, Barracks, etc)
- Use your relationship with supporters to oversee the creation of new fan groups based globally and locally
- Attend EFL led meetings in relation to initiatives relevant to best practice league wide.
- Liaise with other SLO's in the league to discuss best practice, including visiting other grounds to see how they run a matchday.
- Research opportunities for growth and promotion
- Collaboration with internal stakeholders and managers
- Overseeing matchday furry mascots
- The successful candidate will have a can-do attitude and will be expect to assist colleagues with other ad-hoc tasks from time to time

MAIN JOB REQUIREMENTS AND PERSON SPECIFICATION

Education/Qualifications/Training:

- Experience in Fan Engagement activities run by football/sports clubs/ organisations
- Full driving licence is preferred

Specific Experience:

- Experience in Fan Engagement activities run by football/sports clubs

Abilities/Skills/Knowledge/Requirements:

- A full enhanced DBS check
- Ability to adhere to and carry out the club's safeguarding best practices and procedures
- Excellent communication skills
- Outgoing and confident in meeting people

- Presentable
- Happy to work in a fast-paced environment
- Supporter focused
- Excellent attention to detail
- Excellent stakeholder management
- Ability to manage conflicting deadlines and prioritise accordingly

Additional Information:

- This a full-time role that includes work on weekends and evenings;
- Applicants must be eligible to live and work in the UK;
- Leyton Orient Football Club is committed to following relevant health & safety regulations and all members of staff are expected to be fully aware and adhere to, at all times, the Club's H&S and fire safety procedures;
- Leyton Orient Football Club is fully committed to safeguarding and promoting the welfare of children, young people and adults at risk and expect all staff to share this commitment;
- The club is committed to the principle of equal opportunity and its policies for recruitment, selection, training, development and promotion are designed to ensure that no job applicant receives less favourable treatment on the grounds of race, colour, nationality, religion or belief, sex, sexual orientation, marital status, age, ethnic and national origin, disability or gender reassignment.