



Wycombe Wanderers Football Club

Supporter Liaison Officer

Role Description
Friday 22nd November 2018

Wycombe Wanderers are looking to appoint a Supporter Liaison Officer to assist the club with the management of issues relating to its supporters.

The newly-created role is to act as a point of contact for supporters and to support the club's management to help with the delivery of the club's policies in relation to home and away supporter issues on a match day.

The aim is to bridge the gap between the club and its fans by assisting with the two-way communication of key information to the fanbase, and relaying feedback, complaints and suggestions to the relevant departments at the club. The SLO will be an ambassador for the club who can build and maintain dialogue with its supporters, and help to provide a platform for the growth of supporter engagement in years to come.

The individual must be at least 18 years old and will be required to attend all home matches and be approachable to any supporters who have concerns, ideas or feedback for the Club.

Key responsibilities include:

- Developing a comprehensive understanding of all relevant matters affecting the Club and supporters (including, but not limited to, safety regulations, ticketing regulations, travel arrangements, etc)
- Gathering feedback (formally and informally) from supporters, identify key issues and opportunities and communicate these to the Club
- Communicating key information to supporters and other stakeholders (through a variety of media, but including face-to-face meetings)
- Supporting endeavours to continually improve relationships with key stakeholders
- Establishing and maintaining communications with SLOs at other clubs
- Actively seeking out 'best practices', 'benchmark' clubs and other opportunities to engage, to promote dialogue and to improve supporter understanding and sentiment

The successful candidate will be given every assistance to achieve success:

- They will receive a club email and working space at Adams Park as and when required
- They will be invited to relevant management meetings at the Club when required
- They will be given access to supporter feedback and other customer data
- They will participate in planning meetings, prior to key fixtures
- They will enjoy access to and support from all key personnel within the Club and supporter organisations
- They will receive a guaranteed seat (complimentary) for all Wycombe Wanderers fixtures at Adams Park.
- Reasonable travelling expenses for attendance at meetings associated with the role will be reimbursed by the Club

WHAT TYPE OF A PERSON ARE WE LOOKING FOR?

We are looking for a passionate, knowledgeable, confident and outgoing Wycombe Wanderers supporter, with a deep love for the club, knowledge of its heritage and with his or her finger on the pulse of supporter sentiment. This is an opportunity to participate in the operation of the Club, which commits to maintaining a

close partnership with supporters and holding on to the values that makes this Club so special to its community.

The SLO should exhibit the following competencies:

- To love Wycombe Wanderers!
- A fervour for and deep knowledge of the heritage, history and values of the club
- A good record of attendance at both home and away fixtures
- A strong ability to communicate face-to-face, in writing and through social media channels
- An ability to present arguments; factor in key information and produce reasoned ideas and thoughts
- An ability to manage data, including (but not limited to) supporter feedback (formal and informal) and other club data
- To live within easy travelling distance of Adams Park
- Good PC literacy
- A creative thinker
- An ability to work with senior management & other senior personnel

PERSONAL SKILLS

- Friendly and polite individual
- Good listener
- Reliable and flexible
- Pro-active in resolution handling
- Good team player
- Good sense of humour
- High degree of empathy
- Willingness to learn
- Motivated
- Assertive
- Ability to exert a calming influence

This role is voluntary and applications should be submitted in writing with attached curriculum vitae to:

commercial@wwfc.com

or

Commercial Department, Wycombe Wanderers Football Club, Adams Park, Hillbottom Road, High Wycombe, Bucks, HP12 4HJ

Closing date for applications is Friday 21st December 2018.