

**Job Description:****Matchday Presentation and Event Manager**

Department:
Reporting:

Campaigns and Promotions, and Venue Operations
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Team

Location:

Brentford FC Office, 27 Great West Road, Brentford
TW8 9BW

Salary:

Competitive depending on experience

Background

Brentford FC is undergoing a unique period of change as it bids farewell to Griffin Park, its home for 115 years, and prepares for its move to the newly built Brentford Community Stadium in 2020.

This new fixed term position will play a leading role in coordinating and managing a number of events across the business, including helping to make some of our existing events bigger and better in this Farewell Griffin Park season, delivering new events for this season and supporting the successful planning and delivery of key events at our new stadium, including test events, other pre-opening events and our new stadium Opening Ceremony.

The Role of the Matchday Presentation and Event Manager

Reporting into the Campaigns and Promotions and Venue Operations teams, the Matchday Presentation and Event Manager will be responsible for preparing an overall programme plan based around matches and other key events in the business and leading the implementation of these events, working with cross-functional teams within the business and bringing in external resources and support where needed.

The successful candidate will have a strong track record in project managing complex events efficiently, on time and to budget. They will currently be working in a similar role most likely within the sporting industry, but not necessarily in the world of football.

Main Accountabilities

- Develop and maintain a clear overall programme of events across the season, with detailed event plans and budgets and provide regular reports on progress as required.
- Coordinate matchday activities with other relevant staff and prepare and disseminate run sheets and script books and other details required to ensure effective management of these activities on matchdays.
- Plan and deliver key events to increase the satisfaction of attendees, add special elements and boost the commercial revenue generated, including:
 - Matchday events during the Farewell Griffin Park season, including Remembrance Day, London Derbies, Christmas and Boxing Day matches and last ever match at Griffin Park
 - Non-matchday events, including Sporting Dinners, Player of The Year Awards, Christmas with the Bees, other fans events and post-season events
 - Special Farewell Griffin Park events such as the last match at Griffin Park, Farewell Griffin Park Dinner, Q and As with Legends and end of season tours and events
 - Test events and other pre-opening events at the new stadium
 - Other events within the business as required (such as community and diversity and inclusion events)
- Liaise with external agencies and other organisations to bring in additional resources where necessary to ensure the successful delivery of events.
- For all events led by the Matchday Presentation and Events Manager:

- Prepare detailed plans and budgets and deliver events to meet these
 - Identify opportunities to increase the profit generated (whilst maximising fan satisfaction) by identifying opportunities to attract sponsors, increasing attendances or other commercial or retail options
 - Research venues, suppliers and contractors, negotiate prices and hire as appropriate
 - Ensure effective communication and publicity of events both pre, during and post the event.
 - Prepare high quality marketing materials that meet brand guidelines
 - Prepare detailed staffing plans and brief all key resources
 - Manage the logistics for events (including car parking, security, first aid, hospitality and media)
 - Lead the event team at the event, trouble-shooting any issues and dealing with client queries
 - Ensure all relevant insurance, health and safety and obligations are met
- Work collaboratively with other teams across the business and with external resources and organisations to ensure clarity of responsibilities, manageable workloads, and a happy teamworking environment.
 - Conduct post-event reviews to assess effectiveness and identify ways to improve future events.

General Club Accountabilities

- Ensure compliance with all relevant Club policies, including health and safety policies and with specific reference to the data regulations (GDPR)
- Ensure compliance with all relevant legal, regulatory, ethical and social requirements
- Build and maintain good working relationships both internally and externally, maintaining a professional image at all times when representing Brentford FC (i.e. appearances, attendances)
- Keep confidential any information gained regarding the Club and its personnel
- Maintain a flexible approach to work at all times
- Undertake other duties and responsibilities as required from time to time

Key Internal Relationships

- Campaigns and Promotions
- Venue Operations
- Fan and Community Relations
- Commercial
- Communications
- Brentford FC Community Sports Trust
- Football/Player Liaison

Person Specification - Essential Personal Characteristics

- Great interpersonal skills and demonstrated ability to work well with people from different teams within an organisation (and externally) where direct reporting lines don't exist
- Excellent written and spoken communication skills are essential
- Experience in a similar position, or a background in event project management
- Competent with Microsoft Office packages, particularly Word and Outlook
- Strong skills using Smartsheet or MS Project Manager
- Confident working alongside senior executives
- Uses initiative with minimal supervision
- Dedicated to the quality and accuracy of projects from inception to completion

- Can manage a heavy workload with strict deadlines and willing to work additional hours where required to support key events
- Excellent organisational skills
- Flexible and willing to take on ad-hoc tasks

Person Specification – Desirable Personal Characteristics

- Previous team management experience
- Experience of the football industry would be ideal
- An in-depth knowledge of the industry
- Relevant GDPR data related knowledge
- Good educational background

Please send CV and covering letter to recruitment@brentfordfc.com