

**Job Description:****Community Engagement Officer**

Department:  
Reporting:  
Location:  
Salary:

Ticketing  
Fan Engagement Manager  
Griffin Park  
£AOR *per annum*

**Background**

Since 1889 we've been proud to be a local club. In that time our game and our city have changed beyond recognition. Then Brentford was a small town in Middlesex. Now we're part of the world's most dynamic city. But through all this change we've stayed true to our local roots and loyal fans.

To us being London's local club isn't just about location. It's an attitude. A set of beliefs and an approach that has got us to where we are today and will be part of everything we do as we write a new chapter in the Club's history. The future is brighter than ever.

**The Role of the Community Engagement Officer**

Brentford FC continues to experience new fans attending matches and engaging with us, however there's a clear opportunity to accelerate this growth as we get closer to our new stadium move in 2019. This is a new role with the responsibility to build on our engagement in the local community through establishing a focused programme of work through Community Clubs and Primary Schools.

Initially reporting to the Fan Engagement Manager and supporting the Ticketing Manager's KPIs, this role will be responsible for building our Club's engagement with Clubs and Schools in partnership with our award winning Community Sports Trust within the local community, creating and facilitating value based programmes, driving acquisition of data and generating ticket sales.

The successful candidate will have a successful track record in community engagement and delivery, be commercially savvy and always innovating. You will currently be working in a community based role, a qualified football coach, where you will have been trained to an exceptionally high level, but you now want to make a move into the world of sport, in particular, football.

**Main Accountabilities**

- To build positive relationships with local community clubs (esp football clubs), local leagues, referees groups and primary schools locally as an ambassador of the club, incentivising them to attend Brentford FC matches
- To efficiently and effectively use the Club's brand, including player appearances and products to build compelling school and club affiliate programmes, designed to add value and drive interest in Brentford FC across all stakeholders (i.e. teachers, coaches, students, players, parents)
- Ensure alignment between Club and Trust programmes and relationships through collaborating to create club and school affiliate programmes that support the objectives of both organisations
- Supporting the Commercial Team in delivery of sponsorship activations, leveraging them to assist in driving your own KPIs related to building your network, acquiring marketable data and ultimately growing attendances

- Owning delivery of community–related matchday benefits and events supported by the broader matchday entertainment team, utilising player access to enhance the experience for those attending through related community programmes
- Facilitate engagement programme related player appearances with the Trust, maximise these to benefit the Club, ensuring that the Communications team are suitably armed with the relevant detail so they can drive positive PR around the local area and amplify the impact through social channels
- Work with Ticketing Executive (Groups) to ensure a seamless operation for facilitating ticket sales
- To undertake adhoc projects, tasks and assignments across the Marketing Department as seen appropriate by management, accept the need to work unsociable hours (evenings/weekends)

### **General Club Accountabilities**

- To ensure compliance with all relevant Club policies, including health and safety policies and with specific reference to the data regulations (GDRP and PECR)
- To ensure compliance with all relevant legal, regulatory, ethical and social requirements
- To 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)
- To keep confidential any information gained regarding the Club and its personnel
- To maintain a flexible approach to work at all times

### **Key Internal Relationships**

- Ticketing
- Commercial Marketing
- Fan Engagement
- Digital
- Operations
- Brentford FC Community Sports Trust
- Football/Player Liason
- Communications
- Commerical Team

### **Person Specification - Essential Personal Characteristics**

- Managed relationships with community based organisations, good understanding of football and the voluntary sector of sport
- Experience in building attendance at community related events
- Exceptional interpersonal and communication skills both written and verbal, ability to quickly build trust and relationships
- Experience in the sports industry within a sports club
- IT literate and competent in Word, Excel, PowerPoint and Outlook
- The ability to adapt & respond quickly to environment changes. Pro-active and a self-starter
- Good organisational and planning skills (must be able to prioritise work load especially at busy times)
- Key team player - the ability to work in a team, and can also work effectively as an individual

### **Person Specification - Desirable Characteristics**

- Strong organisational skills and attention to detail
- Experience in the sports industry within the community arm of a professional sports club

- Self-motivated, able to work quickly and precisely, multi-task, and respond to a variety of needs, sometimes under pressure
- Experience in running community based events at scale
- Planning, systematic and analytical view with respect to delivery of business opportunities
- Good knowledgeable of social media channels, whether that's through use on behalf of an organisation or for leisure purposes

**Contact**

Applications in writing including CV to [hr@brentfordfc.com](mailto:hr@brentfordfc.com)