

**Job Description:****Department:****Reporting:****Location:****Salary:****Head of Diversity and Inclusion****Marketing Services****Marketing Services Director****27GWR****Competitive****Background**

Brentford Football Club is a professional football club based in the London Borough of Hounslow, that currently plays in the English Football League Championship. The Club was founded in 1889 and has called Griffin Park its home since 1904. In September, Brentford starts a new era, with the Club moving to a new, 17,250-seater stadium that will provide outstanding facilities for fans, broadcasters, corporates and the community. The new stadium, open for the start of the 2020/21 season, is the cornerstone of a longer-term vision that aims to see Brentford FC reach the Premier League on the field and ensure that the Club is sustainably run off the field.

Situated next to the M4, the new Brentford Stadium is located a mile from Griffin Park and is at the centre of the Brentford East redevelopment scheme, which includes the construction of more than 900 new homes, a new purpose-built location for Brentford FC Community Sports Trust, and a public square with shops and cafés. Brentford FC plays a very active role in its local community.

The Club is a four-time winner of the EFL Community Club of the Year Award and is the only professional football club in the UK with a Business in the Community and Community Mark Award. In total, Brentford FC Community Sports Trust delivers more than £13 million of social benefit to the West London area.

The Role of the Head of Diversity & Inclusion

Brentford is located in the thriving and diverse west London economy and wants to ensure that it continues to build on its open, accessible and welcoming reputation and its recognition across the sector as a leader in this area.

The Club wants to be the most inclusive club in the country, and, in doing so, continue to build a diverse fanbase, and confront and eliminate discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership race, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy and maternity and encourage equal opportunities in all aspects of our business.

Reporting into the Marketing Services Director and working closely with the non-executive board director of the Club with responsibility for D&I, as well as Brentford FC Community Sports Trust and the Fan and Community Relations team, the Head of Diversity and Inclusion will be responsible for developing and successfully implementing our Diversity and Inclusion (D&I) strategy, both internally and externally.

Main Accountabilities

- Review, update and drive forward the D&I Strategy within Brentford FC and Brentford FC Community Sports Trust in line with our Board and Club strategy.
- Ensure that our #BeeTogether messaging and brand is embedded with our fans, community and within our workforce and take action where necessary to demonstrate a zero tolerance approach to racism and discrimination of any kind.



- Ensure that recruitment and retention strategies for fostering a diverse and inclusive workforce are always a key priority.
- Lead and direct the Inclusion Working Group to identify and deliver key improvements to support the short, medium- and long-term D&I strategy across both the Club and Trust, bringing together all the resources and people needed to achieve this.
- Develop and share events and milestones with both internal and external stakeholders to reflect and demonstrate the Club's commitment to continually improve D&I across the business
- Ensure the Club and Trust meet and exceed the relevant industry standards in this area including the English Football League (EFL) and English Football League Trust (EFLT) Equality Code and aim for compliance to Premier League Equality standards as we prepare ourselves to be Premier League ready.
- Set clear KPIs with challenging objectives to drive best practice both within the Club and the across the football industry as a whole.
- Share new ideas from D&I networks as well as innovate initiatives of your own to push the D&I agenda forward appropriately.
- Work together with our key partner, University of West London, and other key local stakeholders (with support from our Fan and Community Relations team and the Trust) to reach new fans within our diverse community.
- Develop and deliver D&I education and communication programmes for fan groups and across the Club, working with key organisations such as the EFL, the Football Association (FA), Kick it Out and others where appropriate.
- Develop relationships with grassroots clubs and organisations in line with the D&I strategy.
- Attend key industry events relating to diversity and inclusion on behalf of the Club with EFL, The FA, Kick it Out and others.
- Form strategic alliances with organisations representing key protected characteristics including Disability In Action, Level Playing Field, Women in Football, Sporting Equals, Stonewall, Pride in Football, Fare, Community Security Trust and Tell Mama, to ensure our programmes, education and fan experiences are diverse, represent our community and are best practice.
- Work with relevant internal teams to ensure our communications support the D&I strategy and that commercial opportunities are identified for both revenue and D&I purposes,
- Work with the Fan and Community Relations team and others to deliver a matchday experience for fans that meets our D&I vision.

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
- To keep confidential any information gained regarding the Club and its personnel
- To maintain a flexible approach to work at all times



Key Relationships

- Brentford FC Community Sports Trust
- Board Members
- Venue Sales
- Other teams within Marketing Services, particularly the Fan and Community Relations team
- Business Operations
- Communications
- Local community – councils, religious groups, fans, other community groups
- Kick It Out and other relevant D&I organisations
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Person Specification - Essential Personal Characteristics

- Proven experience in a similar position – five years or more
- Strong understanding of the equality and diversity challenges in professional football
- Knowledge of the Premier League Equality Standard and the EFL Code of Practice
- Knowledge of inclusion and anti-discrimination programmes run by the football bodies e.g. The FA, the Premier League, EFL, Women's Super League, Professional Footballer's Association and/or League Managers Association
- Comprehensive understanding of community engagement linked to sport and education
- Exceptional communications skills – verbal, written, face-to-face, presentation, listening
- Pro-active approach with a preference for collaboration when working with others
- A challenger when it comes to ideas and new ways of doing things
- Confident and competent relation management skills
- Ability to work with different stakeholders
- Experience of multi-tasking

Person Specification - Desirable Characteristics

- Ambitious and driven
- Strong organisational skills
- Community minded
- Comfortable networking with potential and new stakeholders