



Fan Engagement Manager

Job Description

Job details	
Job title:	Fan Engagement Manager
Location	Port Vale Football Club; Vale Park, Hamil Road, ST6 1AW
Hours:	37.5 hours per week (this is a Senior position; flexibility and occasional additional or unsocial hours are a requisite of the role)
Responsible to:	Community and CSR Director
Team:	Media
Responsible for:	Fan Engagement
Job Purpose:	To lead fan engagement for the football club, to improve and drive fan experience.
Relationship & Reporting Lines:	<pre> graph TD A[Community and CSR Director] --> B[Fan Engagement Manager] A --> C[Content & Media Manager] </pre>
PRINCIPLE ROLE AND RESPONSIBILITIES	
1.	Design, Coordinate, lead and embed the PVFC Fan Engagement framework into the DNA of the Club.
2.	Influence all at Port Vale FC and support stakeholders to understand best practises in engagement.
3.	Lead and map customer journeys to drive engagement and increase opportunities.
4.	Ensure all PVFC channels delivers and maintains an exceptional level of service and engagement to its ever-growing fan base.
5.	Assist to maximise the profitability of the clubs varying revenue streams through positive and consistent engagement.
6.	Identify opportunities to streamline processes and systems.

7.	Day to day management and building of relationships with Fans, ensuring the Club speaks and listens to fans in the right forums.
8.	Provide board level reporting on the areas of success and areas where improvement is needed.
9.	Lead on any headline PVFC written communication and be the link for Board level content.
10.	Proactively engage with supporters with a view, acting as a conduit for directing issues to the appropriate department and tracking issue resolution.
11.	Assist the Club management teams on issues of supporter interest, ensuring all parties are fully briefed and facilitating direct engagement with supporters when and where appropriate.
12.	Lead fan engagement days and activities, such as kit launches/family fun days/match day

Person Specification

Knowledge		Essential	Desirable
1.	Educated to degree level or equivalent.		✓
2.	Customer management experience, with the ability to construct high quality responses both verbally and written.	✓	
3.	Experience in the development and delivery of high-quality fan/customer engagement programmes.	✓	
Skills, Abilities & Experience		Essential	Desirable
4.	A strong background in social media and website content		✓
5.	A background of working in a professional sports club		✓
6.	Excellent business acumen, with experience in understanding the analysis of data	✓	
7.	Excellent people and communication skills, with the ability to influence and engage at a senior level	✓	
8.	Excellent planning and organisational abilities	✓	
9.	Ability to build and maintain strong and long-lasting relationships	✓	
10.	Experience in driving high standards of service and performance within team members	✓	

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Classification Status: Restricted



11.	A willingness and ability to work flexibly in a friendly, fast-paced, and dynamic environment	✓	
12.	Excellent written and verbal skills.	✓	
13.	Excellent organisational and time management skills, with the ability to work to tight deadlines in a fast-paced environment.	✓	
Other		Essential	Desirable
14.	Excellent IT Skills.	✓	
15.	Demonstrable willingness to be agile and hands on when necessary.	✓	
16.	Self-motivated and able to act on initiative.	✓	
17.	Able to work outside office hours as suits the department needs.	✓	
Personal Attributes/Values		Essential	Desirable
18.	Resilient, with the ability to handle adversity and challenge in a positive way.	✓	
19.	Highest levels of personal integrity and ability to maintain trust, sensitivity, and confidentiality.	✓	
20.	Able to work independently and as part of a team.	✓	
21.	Demonstrate an ability to foster a positive, values driven culture, where staff at all levels are supported and empowered to succeed.	✓	
22.	Flexible and adaptable attitude towards work.	✓	
23.	Innovative thinker with a drive to continually improve.	✓	
24.	A friendly, positive 'can do' and courteous attitude.	✓	
25.	Enthusiasm, energy, and resilience.	✓	
26.	A commitment to the aims, vision, and values of Port Vale FC.	✓	
27.	Highly motivated, determined, and conscientious.	✓	
28.	Meticulous standards.	✓	
29.	Articulate and confident management style with the ability to communicate effectively in all forms and at all levels.	✓	

Safeguarding Statement

Port Vale Football Club is committed to safeguarding the welfare of children and adults at risk and require all employees to share this commitment and promote the welfare of these groups.

Applicants will be asked about any previous convictions, cautions, reprimands, including those that are considered 'spent' as defined by the Rehabilitation Offenders Act 1974 (Exceptions) Order 1975 (Amended 2013). Appointment to this role is subject to a satisfactory Enhanced DBS Check (with children's barred list check) and references.

Equality Statement

Port Vale Football Club is committed to creating an inclusive and diverse environment and is proud to be an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, ethnicity, religion or belief(s), gender, gender identity or expression, sexual orientation, marital status, disability, age or with regards to pregnancy or maternity.