



SUPPORTER LIAISON OFFICERS

JOB DESCRIPTION



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INTRODUCTION

Motherwell Football Club is launching a new partnership between the Club, its supporters and the wider community.

The club and The Well Society want to introduce four Supporter Liaison Officers to help develop and strengthen relationships between the club and its supporters.

The club are passionate about building growth by understanding what challenges supporters have on matchdays and how we can all improve them over time.

The appointment of volunteer Supporter Liaison Officers is a key step in making Fir Park a better place to come and also in making away games more accessible and to have a friendly face when our supporters travel to and arrive at away grounds.

PURPOSE

The aim of the volunteer Supporter Liaison Officer (SLO) is to build and maintain dialogue between supporters of Motherwell FC and the club itself.

The SLO's will work with the Safety Officer (*Alan Marshall unless otherwise instructed*) to promote co-operation, understanding and partnership between our Supporters, the club and the club's that we travel to.

The ultimate aim is to create advocacy for the club, among all stakeholders, including staff, supporters, away supporters and the local community.

Carried out effectively, the role of the SLO will drive growth at Motherwell FC and make the football club a better place for current, new and future supporters.

Our aim here is to have the best SLO's in the country.





SPECIFIC RESPONSIBILITIES

In order to meet the objectives described above, the post holder will be expected to:

- Develop a comprehensive understanding of all relevant matters affecting the club and supporters (including, but not limited to, safety regulations, ticketing regulations, travel arrangements, etc)
- Gather feedback (formally and informally) from supporters, identify key issues and opportunities and communicate these to the club
- Communicate key information to supporters and other stakeholders (through a variety of media, but including face-to-face meetings)
- Support endeavours to continually improve relationships with key stakeholders
- Establish and maintain communications with SLOs at other clubs
- Actively seek out 'best practices', 'benchmark' clubs and other opportunities to engage, to promote dialogue and to improve supporter understanding and sentiment.

SUPPORT / BENEFITS

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

- They will receive a club email and working space at Fir Park as and when required
- They will be invited to relevant management and security meetings at the club
- They will be given access to supporter feedback and other relevant supporter data
- They will participate in planning meetings, prior to key fixtures under the guidance of the safety officer.
- 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 Motherwell fixtures at Fir 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 credible, passionate, knowledgeable, confident and outgoing Motherwell FC supporters, with a deep love for the club, knowledge of its heritage and with a knowledge of the clubs DNA. This is an opportunity to participate in a new era at the club, defined by a close partnership with supporters and a commitment to the values that makes this club special.





SPECIFIC COMPETENCIES

The SLO should exhibit the following competencies:

- To have a passion for Motherwell FC
- A fervour for and deep knowledge of the heritage, history and values of Motherwell Football 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 the Fir Park Stadium
- 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
- Assertive
- Ability to exert a calming influence

ESTABLISHING LINKS WITH PARTNER ORGANISATION'S

- Meet and/or contact the following (before August 2017 if possible):
- Supporters Direct Scotland
- Scottish Football Supporters Association
- Stadium Safety Officer
- Stadium Manager
- Other club SLO's (MFC to supply initial club contacts)
- Meet with Clubs Management and Senior Personnel





COMMUNICATION

The following will be to communicate key information and not give personal opinion.

Twitter – Set-up SLO account.

Facebook – Set-up independent SLO Page.

Forums – Set-up MFC SLO account

Email – MFC – slo@motherwellfc.co.uk

Mobile Phones

Radio communication on match days patched into stewarding system.

HOME MATCH PLAN

Prior

- At least five days prior to the game contact will be made with away team SLO.
- Work alongside the Safety Office with any potential issues relating to away fans attendance at the Fir Park in accordance to their requirements.
- Attendance at stewards briefing before each game.
- One SLO in attendance on the perimeter of the stadium the other SLO to meet and greet away fans and SLO from coaches and provide any guidance required.
- Provide Safety Officer with details for Away SLO accreditation and introduce to stewards for the away section.

During

- During game one SLO will cover The Cooper Stand, John Hunter and Phil O'Donnell stands the other will cover the 'well Bois and away stand areas and will be readily available to the away club SLO.
- SLO's will encourage support for the team by positively influencing fans and seeking to diffuse recognisable tendencies towards violence. However, the SLO's will not be used as an element of crowd control and must always report potential trouble to the Safety Officer unless appropriate training certification is held by the SLO.
- The SLO's at all times will be contactable via radio communication or mobile phone for any issues/enquiries.

After

- One SLO will be in attendance in the Cooper Bar to act as a point of contact for supporters to give feedback about any issues relating to fans during the game.
- Another SLO will be in attendance within the away section to as a point of contact for supporters to give feedback about any issues relating to fans during the game. After the Away fans have dispersed this SLO may attend the hospitality suites to do the same.
- Creation of weekly report for Management at MFC.





AWAY MATCH PLAN

Prior

- At least five days prior to the game contact will be made with home team SLO.
- Working alongside the Safety Officer, brief relevant home SLO with regards to any potential issues relating to away fans attendance in accordance to their requirements.
- Make travel guide information available to all supporters via the SLO web page on the official website.
- If possible, attendance at stewards briefing before each game.
- Setting up of help-point at pre-arranged stop-off point, to offer any advice and guidance to travelling support regarding that day's game. Contact to be made with supporters club and coach providers to organize timings etc.
- At least one SLO to travel with the supporters, the other to travel independently to ensure arrival at ground in time to be briefed by all relevant agencies before gates open. This may vary depending on the circumstances of the game.
- Ensure we have the relevant away SLO accreditation.
- One SLO to be present within the vicinity of the away section at the stadium, the other SLO to be present around pre-match meeting points ie pubs, clubs, restaurants, take-aways etc

During

- One SLO will be at the top of the stand and one towards the bottom, should the away section be tiered or split then the SLO's will each be present in one of the sections each.
- SLO will encourage support for the team by positively influencing fans and seeking to diffuse recognisable tendencies towards violence. However, the SLO's will not be used as an element of crowd control.
- The SLO's at all times will be contactable via mobile phone for any issues/enquiries.

After

- One SLO will be in attendance within the vicinity of the away section to act as a point of contact for supporters to give feedback about any issues relating to fans during the game.
- The other independently travelling SLO, will then (where applicable) make their way to the town centre or local area to present amongst all independently travelling fans.
- Where possible a contact point will be created at a pre-arranged stop-off point on route back to Motherwell to enable supporters to feedback any issues.
- Creation of weekly report for Management at MFC.





WHAT CAN YOU EXPECT FROM US

- At least one of the SLO's to attend pre-match meeting usually around 10am and usually on a Monday or Wednesday to deliver previous week report.
- Arrange regular meetings with all relevant stakeholders including supporters clubs, the club itself, stadium managers etc.
- SLO's to attend all home and away matches as much as practicably possible. At least one will be in attendance at every match amongst the fans.
- The SLO's will always be aware that they are ambassadors of the Club and its fans and will act responsibly in accordance with this.
- The SLO's will always act as a mediator and/or conduit in all circumstances.
- The SLO's will always adhere to the disclosure agreement with the club and the supporters.
- The SLO's will always act within the Data Protection guidelines.
- The SLO's will have a balanced work ethic and not show any bias towards either the supporters or the club.
- The SLO's plan weekly attendance at MFC office space to update members of staff on any issues arising.
- The SLO's will respond to any enquiry within 48 hours of receipt.
- The SLO's will provide a weekly report to senior management.

WHAT DO WE EXPECT FROM THE CLUB

- Accreditation at Fir Park.
- To fund ticket and travel arrangements for all away games.
- Provision of office space at Fir Park.
- Provision of MFC email addresses.
- Provision of radio communication tools at home games.
- Provision of club infrastructure for use.
- Provision of exclusive SLO web page on the official site.
- Provision of training requirements for the SLO role and also due consideration to be taken to any further events that will enhance the role
- Organisation of internal training of MFC staff to enable them to know whom the SLO's are and understand the role.
- Ensure transparency by explaining the rationale behind decisions.
- Provide pitch side accreditation for the away club SLO wherever possible.
- Provide the opportunity of regular meetings between the club management and SLO's.
- Consult the SLO's on relevant matters of relevance to fans.
- Implementation of a Fans Charter
- Contact details to be shared on the Motherwell FC website and to be integrated into club organisational structure

If you are interested in becoming an SLO or understanding more about the role please see the attached Job Description PDF. To apply for one of the positions please send your CV to Ryan Murrant, Motherwell FC, Fir Park, Fir Part Street, Motherwell, ML1 2QN or to supporter.services@motherwellfc.co.uk and tell us more about yourself, why you should be suited to the volunteer role of an SLO and what stand you would best represent by Monday 17th April 2017.

