



Supporter Services Manager and SLO

- Salary:** Competitive
- Hours:** Full-time, Inc. home matchday's
- Contract Type:** Permanent
- Closing Date:** Sunday 25th July 2021
- Location:** London Stadium, Stratford, E20 2ST, including agile working arrangements.

We are committed to the principle of equality and equal opportunities in employment and have been accredited with being a Disability Confident Leader. We will actively promote equality and equal opportunities in our business to ensure that individuals receive treatment that is fair and equitable and consistent with their relevant aptitudes, potential skills and abilities.

West Ham United FC is committed to equality and safeguarding children and vulnerable adults. Positions that involve working with such groups are subject to safer recruitment protocols, including DBS Disclosure at enhanced level.

West Ham United staff enjoy generous benefits, including a contributory scheme, 25 days' leave and life assurance. You can also take advantage of interest-free travel season ticket loans, a cycle to work scheme and our employee wellbeing programme.

The role

The post-holder will work within the Supporter Services team, playing an integral role in managing all feedback into the Club and ensuring the views of our supporters are considered within Club policy and decision-making.

As a part of the Supporter Services management team, the role is responsible for leading, coaching, and developing a team to achieve quality, satisfaction, and efficiency performance targets.



The role is also directly responsible for some of the Club's official Supporter Liaison Officer (SLO) duties as required, working with multiple departments and stakeholders to support the needs of the Club and our fanbase.

Job Purpose:

The Supporter Services team is responsible for managing day-to-day contact with supporters and Club staff as well as playing an integral role in the Club's strategy for supporter consultation and fan engagement, ensuring the Club has strong relations with our fans and supporters' groups.

The team also manages supporter service and experience at London Stadium on home matchdays, with 50 Supporter Liaison Officers, assisting fans with enquiries and feedback inside and outside of the stadium, serving as a focal point for direct fan engagement.

In addition, the team routinely lead and support in the delivery of fan-focused projects across all departments and stakeholders, working closely with the Clubs functions for ticketing, accessibility, operations, marketing and communications and stadium management.

The Supporter Services team aims to provide the best service and experience with every interaction and to champion the voice of West Ham United supporters.

Key Responsibilities:

- Act as a key point of liaison between the supporters and the Club, communicating the feedback, views and concerns of the fans to the Club's management team
- Champion the voice of our supporters internally, ensuring their views and feedback are represented and considered in key decisions
- Manage a team of Supporter Services Executives on a day-to-day basis, undertaking the service and enquiries function on behalf of the Club
- Lead, coach, and develop a team of Supporter Services Executives to achieve quality, satisfaction, and efficiency performance targets
- Manage team 1-2-1s, appraisals, training and performance development plans, management administration
- Plan and allocate staff resource, including assigning team members to projects and tasks
- Leading regular Supporter Services team meetings, coordinating and tracking actions
- Monitor and manage the Supporter Services function to ensure all KPIs, SLAs and performance targets are achieved and exceeded where possible
- Manage all Supporter Services team records, including organising and updating the teams shared folder
- Ensure all Supporter Services correspondence and communication channels are delivered to a high standard, reviewing quality and consistency and making recommendations for improvements
- Regular coordination with all departments and stadium management to ensure smooth communication and to lead and assist on projects that enhance supporter relations, services and experience
- Serve as a path of escalation for any supporter-related complaints or issues
- Investigate and solve supporter enquiries, which may be complex, that have been passed on by colleagues across the Club
- Maintain knowledge of Club policies, procedures and processes and play an active role in helping to shape Club strategy and decision-making



- Continually analyse Supporter Services metrics, producing reports and raising issues, to determine the level of service the Club is providing and achieve service excellence across all interactions
- Produce reports on department SLAs and KPIs and review with Head of Supporter Services where required
- Identify recurring issues and communicate to the Head of Supporter Services and other Heads of Department where appropriate.
- Represent the Supporter Services team at relevant Club-wide opportunities, internal and stakeholder meetings
- Build relationships with fans by participating in structured dialogue, focus groups, and managing relationships with supporter groups
- Lead a team of 50 Supporter Liaison Officers, managing and executing match-day requirements, including overseeing of staff briefings, matchday service strategy, and engaging with fans to ensure they have the best experience
- Directly liaising with fans on a matchday and non-matchday to enhance the relationship between the Club and supporters, serving as a focal point for direct fan feedback and fan engagement
- Co-ordinate matchday complaints and investigations, including allocating staff resource to enquiries and working with operations, ticketing, safeguarding and stadium management
- Responsible for some of the Club's official Supporter Liaison Officer duties - including interaction with football governing bodies, stakeholders and partners, and supporter groups
- Develop and maintain a good working relationship with national football/supporter organisations and to recognise current trends, opportunities and issues, in order to inform supporters and the Club of any topical developments
- Oversight of all outbound communication, including where required, creation of templates, scripts and FAQs
- Use all feedback and analytical reports to develop new initiatives and to enhance supporter services and experience to identify new and unique ways to engage with supporters and improve the supporter experience
- Produce Supporter Services communications for distribution across Club channels, including web articles, largescale email communications, Fans section of WHUFC.com, surveys
- Co-ordinate and track actions on Club/partner/stakeholder surveys
- Track progress of actions from supporters' meetings and raise issues where necessary
- Co-ordinate information and actions across all supporter consultation forums to ensure each meeting agenda is reflective of current matters
- Raise purchase orders on behalf of the Supporter Services team
- Quality checking all records kept by Supporter Services team
- Support, create and drive measures to ensure that the Club meets and overachieves against the Premier League Equality, Diversity, Inclusion Standard
- Work closely with and maintain strong relations with the Club's supporters' groups, serving as a focal point for day-to-day contact and creation and delivery of supporter initiatives
- Lead the Club's delivery of supporter educational sessions, liaising with stakeholders and assigning staff to attend meetings as appropriate
- Demonstrate cultural competence and sensitivity in communicating and working in the interest of West Ham United's diverse community

Matchday responsibilities:

- Expected to work all home games; and away matches on an ad-hoc basis when required



Equal Opportunities

1. To ensure that all departments are provided within an anti-discriminatory framework and take account of such issues as race, gender, sexuality, disability, religion, sexual orientation and age.
2. To carry out work in a manner which promotes equality of opportunity for both staff and clients.

Employees will be recruited and selected, promoted and trained on the basis of objective criteria.

Safeguarding:

1. Staff must evidence a commitment to the safety and welfare of children, young people and adults at risk regardless of their age, gender, language, religion, ethnic background or sexual identity and ensure the safety and protection of all children, young people and adults at risk taking part in any activity arranged by or in the name of the Club.
2. It is a requirement for staff to follow the Club's Safeguarding reporting procedures to report without delay, allegations of abuse, poor practice or which is or may, impact on the welfare of a child, young person or adult at risk. After contacting and taking guidance from the Safeguarding Team, staff must use the Club's Child Protection Online Management System (CPOMS) to record the concern within 24 hours unless directed to do otherwise.

Person Specification

The ideal candidate will have skills and experience in the following areas: -

Essential (E) Desirable (D)

Education, Qualifications, Experience

- Experience in a similar role (D)
- Previous experience of leading a supporter-facing team (E)
- Experience in delivering exceptional service and experience (E)
- Experience in creating/implementing processes and standards
- Exceptional service knowledge and skills (E)
- Experience in delivering multi-channel services (including knowledge of modern service solutions like Freshdesk) (D)
- Experiencing in project management, working cross-department/with multiple stakeholders (E)
- Educated to Degree level, or equivalent experience (E)

Abilities/Skills/Knowledge:

- A passion for service and satisfaction and able to lead and inspire this in others (E)
- Supporter-focused with excellent interpersonal skills (E)
- Ability to lead by example and set standards, with a positive attitude (E)



- Exceptional communication (written, telephone and face to face) (E)
- Enjoys all aspects of team / people management (E)
- Digitally proficient and confident with applications including Microsoft Office (E)
- Able to and enjoys working in a fast-paced and dynamic environment (E)
- The ability to embrace projects, tasks and challenges of other departments in the organisation and to promote a working together culture in the workplace (E)
- A passion for leading and inspiring others, and working with supporters to deliver high-level service (E)
- Ability to effectively communicate ideas using a range of methods to inspire best practice, reinforce compliance and celebrate achievements (E)
- Ability to contribute to the drawing up, monitoring and actioning of short, medium and long-term planning (E)

As an employer we are committed to promoting and protecting the physical and mental health of our staff.

To apply, please email your CV with a covering letter to humanresources@westhamunited.co.uk by **Sunday 25th July 2021.**

Due to a high number of expected applicants, only those successful will be contacted