

SUPPORTER LIAISON OFFICER: JOB DESCRIPTION

INTRODUCTION

Doncaster Rovers is pioneering a new partnership between the Club, its supporters and the wider community.

The 'In Rovers We Trust' project, which began a year ago, has the expressed purpose of building growth by getting a better understanding of what the club means to its community and making sure every experience with the Club reflects and reinforces those feelings.

The aim is to create pride, engagement and lasting advocacy for the club, which in turn will lead to growth.

The appointment of a volunteer Supporter Liaison Officer is the next key step in consolidating the work done to date and creating further opportunities for engagement in the future.

PURPOSE

The aim of the volunteer Supporter Liaison Officer (SLO) is to build and maintain dialogue between fans of Doncaster Rovers and the Club itself.

In the context of the progress made at Doncaster Rovers recently, the SLO will build on the success of the In Rovers We Trust project by continuing to promote co-operation, understanding and partnership between supporters and Club.

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 Doncaster Rovers.

SPECIFIC RESPONSIBILITIES

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

- Develop a comprehensive understanding of matters affecting all relevant areas affecting the Club and Supporters (including, but 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.

SPECIFIC COMPETENCIES

The SLO should exhibit the following competencies:

- To love Doncaster Rovers!
- A fervour for and deep knowledge of the heritage, history and values of Doncaster Rovers
- 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 Keepmoat Stadium
- Good PC literacy
- A creative thinker – perhaps someone who has criticised the Club in the past for not adhering to perceived core values
- An ability to work with senior management & other senior personnel

SUPPORT / BENEFITS

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

- They will receive a club email and working space at the Keepmoat Stadium as and when required
- They will be invited to relevant management meetings at the Club
- They will be given access to supporter feedback and other customer data
- They will participate in planning meetings, prior to key fixtures
- They will enjoy access to and support from CEO Gavin Baldwin, VSC Secretary Martin O'Hara and other key personnel
- They will receive (benefits – to be discussed)

WHAT TYPE OF A PERSON ARE WE LOOKING FOR?

We are looking for a passionate, knowledgeable, confident and outgoing Doncaster Rovers supporter, with a deep love for the club, knowledge of its heritage and with his or her finger on the pulse of supporter sentiment.

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 so special to its community.

SUPPORTER LIAISON OFFICER: DRAFT JOB DESCRIPTION (MB 3/2/2013)

DONCASTER ROVERS SUPPORTER LIAISON OFFICE

Created by Lee Croft and Mark Hughesman

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SUMMARY

The SLOs wish to build a culture where the club and supporters are together as one. By acting as an independent mediator, the SLOs will provide information and guidance to supporters and the club's management, providing a conduit of two-way communication between the supporters and the club management.

The SLOs will establish links and communicate with all supporter organization's and as many individual supporters as possible and arrange events to engage current and future supporters.

They aim to communicate through mediums such as social media, the Internet and in person as frequently as possible to keep supporters, partner organization's and management informed.

The SLOs propose to be heavily involved in pre-match planning to ensure that the match day experience is the best it can possibly be. By liaising with other club SLOs they can help identify potential issues arising.

The SLOs will travel both independently and through official travel to ensure that the majority of supporters can have contact should it be required and will be highly visible both in the ground and around the vicinity of the stadium both home and away.

The SLOs propose to alternate match day duties at present (this can be reviewed at a later date) and ensure that each SLO is aware of all communications.

ESTABLISHING LINKS WITH SUPPORTERS

We plan to meet/liaise with all supporter organisations - before the end of June (if possible) to canvas initial opinions and to introduce ourselves and thereafter on a quarterly basis or as required.

- a) Main Branch – Supporters Club June/July
- b) Retford Branch – July/August
- c) North Branch - June/July
- d) Exiles
- e) Viking Supporters Co-operative (Board Meeting on 28th May), attendance by both Mark and Lee. AGM towards start of new season.
- f) Rovers Community Foundation – Attendance at Schools assemblies to introduce ourselves.
- g) Rovers on the Road – Set up meetings in working men’s clubs and small association’s, essentially a fans focus group.
Hopefully with attendance from First Team player, past player, club official or League One Trophy, to act as an incentive for attendance.
- h) Fanzine Editors.
- i) Unofficial Doncaster Rovers website editor.
- j) The Donny Arsonists (Football Team)

ESTABLISHING LINKS WITH PARTNER ORGANISATION'S

Meet and/or contact the following (before end of June if possible):

- a. Local Media
- b. FSF
- c. Supporters Direct
- d. Stadium Safety Officer
- e. Stadium Manager
- f. Local Police
- g. Football League (Rovers to supply initial club contacts)
- h. The FA (Rovers to supply initial club contacts)
- i. Other club SLOs (Rovers to supply initial club contacts)
- j. Attend The Fans Summit at St Georges Park – 22nd June
- k. Meet with Clubs Management and Senior Personnel

COMMUNICATION METHODS

- a. Twitter – Set-up SLO account.
- b. Facebook – Set-up independent SLO Page.
- c. Weekly Blog on Doncaster Rovers Official site.
- d. Forums – Set-up Doncaster Rovers SLO account.
- e. Email – Doncaster Rovers accounts – we would like slo@doncasterroversfc.co.uk plus if possible lee-slo@doncasterroversfc.co.uk and mark-slo@doncasterroversfc.co.uk
- f. Mobile Phones.
- g. Radio communication on match days patched into stewarding system.

HOME MATCH PLAN

Prior

- a. At least five days prior to the game contact will be made with away team SLO.
- b. Brief relevant stakeholders are to any potential issues relating to away fans attendance at the Keepmoat in accordance to their requirements.
- c. Attendance at stewards briefing before each game.
- d. 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.
- e. Provide Away SLO with accreditation and introduce to stewards for the away section.

During

- f. During game one SLO will cover South and West stands the other will cover East (including hospitality) and will be readily available to the away club SLO.
- g. SLOs will encourage support for the team by positively influencing fans and seeking to diffuse recognizable tendencies towards violence. However, the SLOs will not be used as an element of crowd control.
- h. The SLOs at all times will be contactable via radio communication or mobile phone for any issues/enquiries.

After

- i. One SLO will be in attendance in the Belle Vue Bar to act as a point of contact for supporters to give feedback about any issues relating to fans during the game.
- j. The other 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 will attend the hospitality suites to do the same.
- k. Creation of weekly report for Management at Doncaster Rovers.

AWAY MATCH PLAN

Prior

- a. At least five days prior to the game contact will be made with home team SLO.
- b. Brief relevant home SLO with regards to any potential issues relating to away fans attendance in accordance to their requirements.
- c. Make travel guide information available to all supporters via the SLO web page on the official website.
- d. If possible, attendance at stewards briefing before each game.
- e. 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.
- f. 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.
- g. Ensure we have the relevant away SLO accreditation.
- h. 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

- a. 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 SLOs will each be present in one of the sections each.
- b. SLO will encourage support for the team by positively influencing fans and seeking to diffuse recognizable tendencies towards violence. However, the SLOs will not be used as an element of crowd control.
- c. The SLOs at all times will be contactable via mobile phone for any issues/enquiries.

After

- a. 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.
- b. 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.
- c. Where possible a contact point will be created at a pre-arranged stop-off point on route back to Doncaster to enable supporters to feedback any issues.
- d. Creation of weekly report for Management at Doncaster Rovers.

WHAT CAN YOU EXPECT FROM US

- a. At least one of the SLOs to attend Head of Department meeting at 10.00am Monday morning, to deliver previous week report
- b. Arrange regular meetings with all relevant stakeholders including supporters co-operative, supporters clubs, the club itself, stadium managers etc.
- c. Both SLOs 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.
- d. The SLOs will always be aware that they are ambassadors of the Club and its fans and will act responsibly in accordance with this.
- e. The SLOs will always act as a mediator and/or conduit in all circumstances.
- f. The SLOs will always adhere to the disclosure agreement with the club and the supporters.
- g. The SLOs will always act within the Data Protection guidelines.
- h. The SLOs will have a balanced work ethic and not show any bias towards either the supporters or the club.
- i. The SLOs plan weekly attendance at Keepmoat Stadium office space to update Rovers members of staff on any issues arising.
- j. The SLOs will respond to any enquiry within 48 hours of receipt.
- k. The SLOs will provide a weekly report to senior management.

WHAT DO WE EXPECT FROM THE CLUB

- a. Accreditation at the Keepmoat Stadium.
- b. To fund ticket and travel arrangements for all away games.
- c. Provision of office space at the Keepmoat Stadium.
- d. Provision of Doncaster Rovers email addresses.
- e. Provision of radio communication tools at home games.
- f. Provision of club infrastructure for use.
- g. Provision of exclusive SLO web page on the official site.
- h. Provision of training requirements for the SLO role and also due consideration to be taken to any further events that will enhance the role (subject to business plan being submitted and approved by Senior Management at Doncaster Rovers)
- i. Organisation of internal training of Doncaster Rovers staff to enable them to know whom the SLOs are and understand the role.
- j. Make available, wherever possible, members of the senior management, coaching and playing staff for events arranged by the SLOs to engage with supporters.
- k. Ensure transparency by explaining the rationale behind decisions.
- l. Establish a formal procedure for administering stadium bans, communicating decisions to supporters and considering subsequent appeals ensuring the SLOs are heard at all stages of the process.
- m. Share information with other clubs (subject to data protection).
- n. Provide pitch side accreditation for the away club SLO wherever possible.
- o. Provide the opportunity of regular meetings between the club management and SLOs.
- p. Consult the SLOs on all matters of relevance to fans and grant the SLOs a right of address on request.