



## Job Description

<b>Job Title</b>	Supporter Engagement Officer
<b>Department</b>	Supporter Services
<b>Reports to</b>	CEO, Head of Operations, Ticket Office Manager
<b>Location</b>	The Cledara Abbey Stadium, Newmarket Road, Cambridge, CB5 8LN
<b>Salary</b>	£26,000 -£30,000 (subject to skills & experience)
<b>Hours</b>	40 hours per week (including all matches staged at The Cledara Abbey Stadium)
<b>Role Summary</b>	<p>Cambridge United is seeking a dedicated, pro-active and innovative individual to lead the Club's supporter base development, assisting us achieve an average league home attendance of 7,000 supporters for the 2024/25 season, whilst providing the highest level of supporter engagement and experience on matchdays.</p> <p>The individual will be required to develop existing supporter engagement initiatives involving local schools, grassroots clubs and coaching programme participants, as well as identify and engage with underrepresented demographics of the Club's catchment area. They will be tasked with ticket sales and membership targets, as well as responsible for further developing the supporter matchday experience, providing a first-class experience for new and existing supporters.</p>
<b>Key Job Outcomes</b>	<ul style="list-style-type: none"><li>• To lead on the Club's annual Season Ticket campaigns.</li><li>• To develop the Club's adult and junior membership schemes.</li><li>• To further develop the Club's existing supporter engagement activities relating to schools, grassroots football teams and places of worship.</li><li>• To develop the existing relationships with the University of Cambridge and Anglia Ruskin University, to further engage students, staff, and alumni in attending matches.</li><li>• To identify underrepresented areas of the supporter base and develop relationships with relevant groups and communities.</li><li>• To work closely with Cambridge United Foundation to engage their participants in matchdays.</li><li>• To establish a strategy to engage the Club's Academy and Youth Development players (1,500 male &amp; female) and parents in attending matchdays.</li><li>• To use data to analyse trends and devise engagement strategies, providing monthly reports to the CEO and Board.</li><li>• To develop a pre- and post-match communications and feedback strategies for new and existing supporters, seeking feedback, and always encouraging a supporter voice.</li><li>• To oversee the refurbishment and ongoing running of the Club's Matchday Kids' Zone.</li><li>• To oversee the operation of the Club's five matchday Fan Zones, ensuring engaging entertainment and high-quality food and drink products and service are always available.</li></ul>



- To plan, coordinate and administer all match day activities including Ball Retrieval Team, Mascots, Mascot experience and half-time experiences, ensuring activities are carried in a safe child focused manner.
- Administration and delivery of all fan experiences including but not limited to mascot packages, pitch side experiences, Junior U's events.
- Attendance at all matchday planning meetings and briefings.
- To develop relationships with key supporter groups, managing related queries and attending meetings when required.
- To attend supporter engagement related training and meetings held by the EFL or other relevant parties.
- To work closely with the Supporter Liaison Officer, Disabled Supporter Liaison Officer and Safeguarding Officer to provide first class supporter experiences, always seeking to achieve the EFL's Family Excellence Gold Award.
- Provide the Clubs Media Department with up to date information and content relating to matchdays.
- To oversee the onboarding of matchday engagement volunteers.
- To continuously seek to learn and develop personally and as a Club through liaison with other clubs and sports, self-reflection, and identification of best practice.
- Oversee donation requests from supporters and charities.
- To support Cambridge United Women with the staging of family focused fixtures at the Cledara Abbey Stadium and general development of their own supporter base.
- Ensure the Clubs Supporter Charter are reviewed and communicated to stakeholders on an annual basis.
- Additional duties and responsibilities as and when required.

This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes. As a term of your employment, you may reasonably be expected to perform duties of a similar or related nature to those outlined in the job description.



## Person Specification

Skills, Knowledge, Qualifications & Experience	Required	Desirable
Experience in supporter engagement activities		✓
Introduction to First Aid qualification	✓	
FA Safeguarding children workshop	✓	
An understanding of sports marketing and utilising data	✓	
Experience working in a high performing business environment or professional sport		✓
Degree educated (sports/business/marketing preferred)		✓
Knowledge of the local areas		✓
Personal Qualities/Attributes	Required	Desirable
Hardworking and enthusiastic	✓	
Customer focused	✓	
Excellent organisational skills and attention to detail	✓	
Reliable and committed	✓	
Ability to work independently and as part of a team	✓	
Able to communicate effectively	✓	
Willingness to work weekday evenings and weekends	✓	
Excellent team player and motivator	✓	



## Application Process

<b>Application Instructions</b>	Interested applicants should apply by submitting their CV and Cover Letter, applications which do not include both documents will not be reviewed.
<b>Application Closing Date</b>	Sunday 3 <sup>rd</sup> March 2024
<b>Interview Date(s)</b>	Friday 8 <sup>th</sup> March 2024
<b>Start Date</b>	Monday 8 <sup>th</sup> April 2024 (Preferable)
<b>Mission, Vision &amp; Values</b>	<p><b>Mission</b> Cambridge United aspires to compete at the highest level of the English Football League, whilst operating a financially sustainable football club embedded within the heart of its community. We are custodians with a collective responsibility to protect and enhance the Club for future generations.</p> <p><b>Vision</b></p> <p><i>Creating Memories</i> We engage current and future generations of supporters by creating memorable moments.</p> <p><i>Driving Standards &amp; Performance</i> We will evolve by driving standards and performance through self-reflection and education.</p> <p><i>Enhancing Lives</i> We are an inclusive Club that is United in Endeavour to enhance lives through the power of sport.</p> <p><b>Values</b> We engage positive and inspiring characters who are committed to serving and strengthening our community, by adopting our 3 keys values.</p> <p><i>Teamwork</i> We achieve more through working together than alone and are United in Endeavour.</p> <p><i>Hard Work</i> We are committed to learning and working towards our pursuit of excellence in everything we do.</p> <p><i>Humility</i> We will celebrate each other's successes and recognise that no individual is greater than the collective.</p>
<b>Employability Statement</b>	Cambridge United FC is committed to promoting equality of opportunity for all staff. We aim to create a supportive and inclusive working environment in which all individuals can make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit.
<b>Safeguarding Statement</b>	Cambridge United FC is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. For those positions where a criminal record check (DBS) is identified as necessary, this will be carried out in line with other safer recruitment checks. The post holder will be required to undergo Safeguarding training periodically.



**Equality,  
Diversity &  
Inclusion**

Cambridge United FC is committed to promoting equality of opportunity for all staff and job applicants. We aim to create a supportive and inclusive working environment in which all individuals can make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit. We do not discriminate on the basis of age, race, nationality, ethnic origin, religious or political belief or affiliation, trade union membership, gender, gender reassignment, gender identity, marriage and civil partnership status, pregnancy and maternity, sexual orientation, disability, socio-economic background or any other inappropriate distinction or characteristic covered by the Equality Act 2010.

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