

Job Description

SUPPORTER ENGAGEMENT EXECUTIVE



JOB DESCRIPTION	
Job Title	Supporter Engagement Executive
Salary	Dependent on Experience
Location	Primary base is Rodney Parade, Newport or any other such venue that is deemed necessary to fulfil the role duties
Hours of work	Monday to Friday: 9am – 5pm As well as event days. Additional hours will be required in the evenings and on weekends.
Responsible to	Supporter Engagement Manager
Responsible for	N/A
Contractual Status	Permanent, Full Time (subject to six-month probationary period)
Role Summary	<p>Working within the Supporter Engagement Team to assist the Regions internal departments to ensure the Stadium Ticket Office engages successfully with the supporters of Dragons Rugby and Newport County AFC to deliver a high-quality ticketing/retail and match day experience.</p> <p>Growing the number of customer data records, plus data management and analysis are high priorities to enable targeted digital campaigns.</p>
Key Relationships	<ul style="list-style-type: none"> • Supporter Engagement Manager at Dragons • Dragons/Newport County/WRU staff • Appointed sports marketing agency • Ticketing solution partner/s • Box Holders • Season Members & DOSC • Governing bodies, including WRU, URC, EPCR, FAW, EFL & FA. • Other clubs
Key Responsibilities, Tasks and Activities	<p>JOB ROLE</p> <p>Your three key areas of focus, across Dragons Rugby and Newport County AFC Match Days as well as Day to Day trading will be:</p> <p><i>Ticketing & Retail</i></p> <ul style="list-style-type: none"> • Serving all visitors to our club shop and ticket office. • Maintaining high standards on the shopfloor at all times. • Replenishing stock when required.

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	<ul style="list-style-type: none"> • Provide excellent customer service and support to all customers and fans. • Answering ticket office enquiries in person, via telephone and email and processing ticket orders. • Work alongside other team members to support in other areas of the organisation as and when required to promote best practice. • A commitment to equality and diversity in the workplace and a willingness to undertake all relevant equality and diversity training, in addition to all relevant Safeguarding Training that is required. <p><i>MATCH DAY EXPERIENCE</i></p> <ul style="list-style-type: none"> • To be committed to ensuring the safeguarding and welfare of all customers of the Club. • Assist in the creation of attraction activities and initiatives to ensure strong Match Day attendance and enjoyable Match Day experiences for all fans. • Work closely and develop a strong relationship the Club's Supporters Club's on match day experience at home venue. • To ensure cash handling procedures and Club policies are adhered. <p><i>GENERAL</i></p> <ul style="list-style-type: none"> • To represent Rodney Parade at all times in a professional manner. • Any other duties deemed necessary as part of fulfilling the role.
Continued Professional Development	Dragons are committed to providing CPD for the successful candidate. We expect the successful candidate to undertake available training courses and research to enhance personal knowledge, skills and experience.
PERSON SPECIFICATION	
Experience	<ul style="list-style-type: none"> • Previous experience working with a large membership base and/or fan engagement programmes. • Ability to work in a high-pressured environment, with competing priorities, stakeholders and deadlines. • Exceptional attention to detail, with strong written and verbal communication skills
Skills & Qualifications	<ul style="list-style-type: none"> • You will thrive in a busy and results driven team, within the highly competitive Sport marketplace. • A genuine interest in sport is essential. • You will demonstrate an innovative working style, creative flair, exceptional communication skills. • Strong interpersonal skills and relationship management. • The ability to work on their own initiative, effectively both as an individual and as part of a team. • Excellent IT Skills, specifically Microsoft Word, Excel & PowerPoint.

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Key Competencies	<ul style="list-style-type: none"> • Team Working and Personal Impact • Managing the Customer Relationship • Communication and Influencing • Attention to Detail • Working as part of a Team 	
Other	<ul style="list-style-type: none"> • Valid UK driving licence is required • An understanding and commitment to equal opportunities in employment and sport. • Must adhere to confidentiality procedures at all times. 	
Acknowledgement		
Employee Signature:	Name:	Date:
Line Manager Signature:	Name:	Date:

The job description is subject to change pending review by the role holder and their line manager.