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| **Job Description**  FAN ENGAGEMENT MANAGER | wru2wru2wru2 C:\Users\jothomas\AppData\Local\Microsoft\Windows\INetCache\Content.Word\ENG_Dragons_Encapsulated_logo_RGB (002).png |

| **JOB DESCRIPTION** | | | | |
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| **Job Title** | | Fan Engagement Manager | | |
| **Salary** | | TBC | | |
| **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** | | Head of Communications | | |
| **Responsible for** | | Ticket office & retail staff | | |
| **Contractual Status** | | Permanent, Full Time (subject to six-month probationary period) | | |
| **Role Summary** | | Working closely with the Media/Communications, Community, Commercial and rugby departments, you will ensure Dragons Rugby engages successfully with its fans and delivers a high-quality ticketing/retail and match day experience.  This is a management role that will incorporate effective management and staffing of full-time and casual workforce in the ticketing and retail functions, as well as working directly with the marketing and operations teams to deliver first class events and high-quality customer service.  Growing the number of customer data records, plus data management and analysis are high priorities to enable targeted digital campaigns.  Self-starter with confidence and excellent interpersonal skills required. | | |
| **Key Relationships** | | * Senior management team at Dragons * Dragons/Newport County/WRU staff * Appointed sports marketing agency * Ticketing solution partner/s * Sponsors & Commercial partners * Box Holders * Season Members & DOSC * Governing bodies, including WRU, URC, EPCR and EFL * Other clubs | | |
| **Key Responsibilities, Tasks and Activities** | | ***JOB ROLE***  As Fan Engagement Manager - your three key areas of focus will be:   * **Ticketing/Membership** - Development and implementation of innovative Membership acquisition and retention strategies and campaigns.   Development of the sales ‘experience’ for supporters and ensure Dragons embraces new and innovative ways to make match days accessible for all.  Ensure a superior standard of customer service is delivered across the entire organisation, particularly across ticketing and retail functions.  Management of customer data record to build customer segmentation for targeted marketing campaigns within latest data legislation.   * **Match Day Experience** - 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 with Dragons Official Supporters Club (DOSC) on match day experience at home venue. Regular meetings and correspondence required.   * **Retail -** Managing all aspects of Merchandise - including inventory management, logistics, pricing, sales, and marketing. As Fan Engagement Manager you will help develop and deliver relevant competitor analysis, database management, evaluations and reports. You will create marketing strategies and various pricing protocols. You will work collaboratively with the Communications Department to develop all social media strategies and promotions.   ***MATCH DAY***   * Run the Ticket Office and Retail areas on match days at Rodney Parade or any other venues deemed appropriate. * Be a trusted and point of contact for supporter enquiries.   ***GENERAL***   * To represent Dragons Rugby at all times in a professional manner. * Any other duties deemed necessary by Head of Department. | | |
| **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** | * Previous experience managing a large membership base and/or fan engagement programmes. * Experience in email marketing and with social media platforms * Experience in managing and analysing customer data * 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** | * You will have a demonstrated working knowledge of all communication channels with specialist understanding of social media. * You will thrive in a busy and results driven team, within the highly competitive Sport marketplace. * A genuine interest in rugby is essential. * You will demonstrate an innovative working style, creative flair, exceptional communication skills. * You understand the importance of strong branding and persist to achieve set goals. * 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. | | | |
| **Key Competencies** | * Team Working and Personal Impact * Managing the Customer Relationship * Planning and Control * Communication and Influencing * Attention to Detail * Leading Others | | | |
| **Other** | * 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.**