

Ayr United Football Club Job Specification

1. POST

Post	Supporter Liaison Officer (Volunteer)
Post Holder	1 x Male & 1 x Female
Departments	Operations Safety & Stadium
Term	1 st July 2024 - 30 th June 2026

2. SUPERVISOR AND RESPONSIBILITIES

Responsible to:	The Board of Directors (Managing Director)
Responsible for:	On a 2-year basis, to represent the interests of both the Club and supporters by building harmonious relationships, ensuring that supporters have a direct human link to the Club. The presence of the SLO at monthly staff meetings is a requirement of the job, along with the promotion of supporter attendance at matches.

3. MAIN FUNCTION

(Note: in addition to these functions, employees/volunteers are required to carry out such other duties as may reasonably be required)

- Actively seeks contact with individual supporters and supporters' groups at home and away games, and ensure their views are known to the club.
- To engage with and establish respectful dialogue with fans online by monitoring and engaging with fans over social media.
- Proactively work to continually improve the relationship between supporters and the club.
- To regularly attend monthly staff meetings and prepare a summary report of any issues relating to supporters that the club should be aware of.
- Support the organisation of fans meetings on a quarterly basis.
- Assist in the development and delivery of fan engagement and match day activities.
- To liaise with the Club's Disability Access Officer to assist in ensuring that any disabled fans with additional access needs are able to support their team.
- To participate in coordinating supporter events as appropriate.

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4. DUTIES AND RESPONSIBILITIES

(Note: in addition to these responsibilities, employees/volunteers are required to carry out such other duties as may reasonably be required)

- Be known to the fans and be present amongst the fans at home and away matches, communicating and encouraging support for the team and positively influencing fan behaviour.
- Support with any planned on-pitch activities as appropriate.
- Coordinate with the relevant departments within the Club on any match day issues or requests.
- To liaise with security representatives from both clubs in relation to fan requests, eg banners, flags being brought into the stadium (home and away).
- To be familiar with Club's Policies & Procedures.
- Provide feedback from fans to the relevant parties within the Club, ideally by email.
- To attend SLO meetings organised by Scottish FA/SPFL and supporter related events and conferences.
- Engage with other SLOs
- Establish links with Supporters Direct Scotland
- Set up the following communication medias
 - Twitter - SLO account (not personal one)
 - Email address for the Club (not personal one)

5. EXPERIENCE/SKILLS

- Excellent communication skills, including being a good listener
- Good sense of humour.
- Ability to resolve conflicts. Assertive and engaging with the ability to remain self-composed and patient at all times.
- Professional demeanour appropriate to the situation.
- Well known and accepted by fans
- Affinity for football and a supporter of Ayr United
- Ability to provide clear written and verbal communication