



JOB DESCRIPTION: FAN ENGAGEMENT EXECUTIVE

Bristol City Football Club has a vacancy for a Fan Engagement Executive within its award-winning communications team.

Based at the club's Robins High Performance Centre, this junior role will connect the club and its fans by using engaging content and campaigns to improve supporters' digital and physical experience.

The fixed-term role will commence in August 2022 and end in June 2023.

MAIN RESPONSIBILITIES

- To identify content across Bristol City channels that can be used to connect directly with fans
- To work with the Bristol Sport Marketing Team to target specific groups with relevant content
- To organise fan engagement campaigns including open training sessions, fan forums and Junior Reds events
- To help improve the Ashton Gate matchday experience for Bristol City supporters, including promotion of the re-designed Family Area

SKILLS AND REQUIREMENTS

- Strong writing skills
- A willingness to be flexible, working out-of-hours and weekends, and to tight deadlines
- Ability to integrate into a team environment
- Ability to communicate effectively with people from diverse backgrounds
- Valid UK driving licence and ability to travel independently

KEY RELATIONSHIPS

- Bristol City Communications Team
- Bristol Sport Marketing Team
- Bristol Sport Customer Services
- Supporter Services and Supporter Liaison Officer
- Former Players Association
- Supporter groups

REPORTING TO

The role will be based at the Robins High Performance Centre and report to Bristol City Head of Communications.

SALARY AND BENEFITS

- Competitive salary
- Full training kit
- Match day tickets
- Breakfast & lunch provided on all training days via a personal contribution scheme

CLOSING DATE

Friday, July 29th

HOW TO APPLY

Please apply with your CV, a covering letter and examples of previous work to Bristol City Human Resources Business Partner at sarah.shewan@bcfc.co.uk and Head of Communications dave.barton@bcfc.co.uk

SAFEGUARDIAN STATEMENT

Bristol City Football Club is committed to safeguarding the welfare of children, young people and vulnerable adults and expects all staff and volunteers to endorse this commitment.

EQUALITY STATEMENT

The successful candidate must ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relationships between all internal and external stakeholders.