



FAN ENGAGEMENT TEAM LEADER ROLE DESCRIPTION

<p>Key Tasks</p>	<p>The Trust's objectives are defined in its Strategy as including (i) growing fan engagement, (ii) supporting members with benefits, events and information, (iii) having vibrant communications and (iv) attracting new members. The Fan Engagement Team Leader is elected by Trust Members to the Board in accordance with the Election Policy. His/her role is to:-</p> <ul style="list-style-type: none"> • identify tactics to accomplish those objectives, such as (a) arranging events/initiatives, (b) preserving the Club's heritage and (c) increasing the Trust's visibility to members by using its mailing list, website, social media channels, hard copy media channels and a physical presence on the Club's home matchdays; • identify fellow Trust members with an interest in volunteering to implement one or more of those tactics, either as an individual project or in collaboration with others; • identify and collaborate with representatives of other supporters' groups in the Lincoln City family, individuals and organisations with an interest in growing fan engagement; • liaise with the Club (either through the Trust's Fan-Elected Directors or, if appropriate, directly) to facilitate fan engagement initiatives;
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Document incorporates amendments approved on 09/10/24 to the original version approved on 10/01/24

	<ul style="list-style-type: none"> • establish informal Working Groups or formal Committees for all collaborative working; • take charge of, organise, direct, influence, guide, encourage, inspire and motivate the volunteer workforce to implement those tactics; • ensure that the volunteer workforce has the training, mentoring, support and tools that it requires to implement those tactics; • ensure that actions assigned to the volunteer workforce are undertaken within agreed timescales; • keep informed on issues relevant to the role; • provide progress reports at all Trust Board meetings; • attend on a regular basis all meetings of the Trust Board and of the Committees and Working Groups relevant to the role, read all the papers, and contribute to the discussions and decision-making process; • act at all times in the best interests of the Trust and its members, safeguarding the good name and values of the Trust; • declare any conflicts of interest as soon as they are known.
Qualities required	<ul style="list-style-type: none"> • Dedication, passion, empathy, focus and objectivity. • Commitment to the values of the Trust. • Commitment to undertaking all key tasks defined in this Role Description. • Commitment to attend meetings and accept responsibility for the performance of key tasks.
Skills required	<ul style="list-style-type: none"> • Understanding of issues faced • Innovative thinking • Decision making • Problem solving • Goal-setting • Inter-personal • Relationship building • Effective communication • Delegation
Responsible to	<p>In accordance with the Trust's policies for:-</p> <ul style="list-style-type: none"> • Board Membership & Conduct • Data Protection • Discipline • Equality & Diversity • Media Use <p>the role holder is responsible to:-</p> <ul style="list-style-type: none"> • the Supporters Trust board • the Supporters Trust's Chair • the Supporters Trust membership.