

<b>Job Role: Match Day Activator</b>	<b>Hours:</b> 16 hours per week
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**Job Purpose**

To be the intrinsic link for Match Day activity for:

- the Club (whose focus is to maintain, sustain and progress through professional football),
- the Trust (whose focus is to use sport to improve life chances)
- targeted stakeholders including Educational Institutions, faith groups, common interest and special interest groups, and professional Football Club related partners including campaign groups, Leagues and the PFA

by offering and promoting tickets, match days and encouraging all those engaged with to become Orient fans

Employed by: Leyton Orient Football Club  
 Managing day to day by: LOFC Marketing Executive and LOT Head of Engagement  
 Overseen by: LOFC and LOT CEO

**Job Responsibilities**

Understanding the values and strategic direction of LOFC in particular in reference to being a community club

Understanding the mission statement and core values of Leyton Orient Trust

For the Club:

To lead on all match day activity including:

- To identify charities to be featured on match days
- To manage and programme usage of the Diversity Hub
- To liaise with Club Secretary on successful production and distribution of community tickets
- To promote 50-50 ticket offer and in particular to junior football clubs

Overall:

- To dovetail work plan and programme with that of Marketing and ensure strategic and operational fit with Club Community marketing plans
- To work with Communications to maximize publicity and promotion
- To be an integral part of wider marketing campaigns and initiatives to promote the Club to key stakeholders
- To produce an end of season review for publication
- To lead on all paid for ground tours

For the Trust:

- To liaise with all Trust staff to establish access to tickets and match days, for the benefit of Trust programmes
- To comply with all League requirements including working with KIO
- To work with Targeted Health Lead Development Coach to organise match day health awareness days

For the wider community:

- To identify key individuals and stakeholders and work with them to raise awareness of the Club by offering access to tickets and match days

Undertaking all other tasks related to the success of the programme and any other appropriate tasks requested.

## Person specification

Minimum essential requirements	Method of assessment
A proven track record of managing relationships and partnerships and the ability to communicate with people at various levels.	Application Form/Interview
Proven experience of delivering and developing effective monitoring and evaluation systems including measuring impact	Application Form/Interview
A proven understanding of safeguarding and health and safety	Application Form/Interview
A proven ability to work to under pressure to tight deadlines.	Application Form/Interview
A commitment to supporting disadvantaged people, and the principles of equality and diversity	Application Form/Interview
Self-motivated and the ability to work on own initiative.	Application Form/Interview
Excellent communication skills including written, telephone and interpersonal skills.	Interview
Proven planning and organisation skills.	Application Form
IT literate	Application Form
Desirable requirements	
Relevant degree or qualification.	Application Form/Interview
Experience of working for/working with Club Community Organisations	Application Form/Interview
Experience of working for/working with Professional Football Clubs	Application Form/Interview