

Supporter Liaison Officer (SLO): Role and Responsibilities

Overview

The Supporter Liaison Officer (SLO) is an important link between a club and its fans. The SLO ensures that fans with a close affinity to the club have the opportunity to contact the club, receive answers to questions and communicate any requests or concerns regarding supporter issues. The SLO's work contributes to a constructive and communicative atmosphere between the fans and the club, thus helping pre-empting any difficulties between supporters and the club.

"Supporter issues" means the issues and concerns arising from the experience of attending or otherwise following home and away matches. This can include, but is not limited to, ticket prices, access, matchday experience, away travel, information sharing, segregation, opportunities to "meet the manager" etc.

Concerns about the overall strategic direction of the club or its relationships and role within the community are the responsibility of the Club chair, while liaison on issues concerning membership and activities of the Society are the responsibility of the Society's Member Liaison Officer.

Supporter Liaison Officer (SLO)	
Key Tasks	<ul style="list-style-type: none">■ Acting as the first point of contact for supporters on supporter issues, listening to the requests and concerns of fans and communicating these requests and concerns to the club.■ Maintaining a presence among the fans at most (ideally all) home and away matches.■ Attending club board meetings and advising the board on supporter matters.■ Acting as a full member of the board, taking part in the collective responsibility for the strategic direction of the club.■ Communicating the position of the board on supporter issues to fans and informing fans of the board's point of view and rationale for decisions.■ Through constant dialogue with both the club board and supporters, assessing critically whether the club is on the right track in terms of its supporter policy, and advising accordingly.■ Where there are fundamental differences of opinion between the club and the fans that could lead to an escalation, taking steps to resolve these differences by way of dialogue.
Qualities required	<ul style="list-style-type: none">■ Experienced home and away supporter■ Approachable and willing to listen■ Good judgement in balancing dual responsibilities to club and to fans■ Commitment to attend club board meetings and accept responsibility for the performance of key tasks■ Member of the Society and committed to the values of the Society

	<ul style="list-style-type: none"> ■ Strength of character to ensure that the supporters' views are represented to the club board, as well as to communicate information to supporters that may not always be welcome ■ Must be able to pass FA fit and proper persons test to become a director of Bath City FC Ltd (paperwork will be provided on application)
Skills required	<ul style="list-style-type: none"> ■ Listening skills ■ Communication skills ■ Well organised and conscientious ■ Have tact and discretion ■ Be able to maintain confidentiality ■ Be able to react to opportunities and make decisions
Responsible to	<ul style="list-style-type: none"> ■ The board of Bath City FC Ltd ■ The chair of Bath City FC Ltd ■ Via regular elections, the Society membership