



Role Reference
Panthers_Staff_RD_05
Version 1.0

Job/Role Title:	Community Engagement Officer
Job Holder:	TBC
Reporting to:	Managing Director
Business Unit:	Halifax Panthers RLFC
Location:	Home/Field & Office Based

Scope

Overview of the job, its purpose and scope:

The Community Engagement Officer of Halifax Panthers RLFC will provide a critical link between the Club, The Foundation, The Rugby Development Officer and the Board.
He/She will be responsible for creating and leading the Panther Brand awareness in the Community at several levels including: new and existing Commercial Partners, Community Partners, Community Clubs, Schools in Calderdale, Match days.

The Community Engagement officer is responsible for the day to day Community activities and decisions and for implementing the Club's Strategic Community Plan with emphasis on spreading the Panther Brand throughout all areas of the Community and beyond.

He/She has a responsibility to the Managing Director, to ensure the Board business objectives are delivered by ensuring the business;

- Delivering a robust annual Community Plan
- Provides increased uptake on engagement that positively affect the RFL return on investment metrics.
- Engagement plans are in place, delivered and reviewed with the M.D
- Strives constantly to ensure he/she champions and delivers our integrity, honesty, inclusive, diverse, openness values.
- Strives for personal excellence, constructive self-criticism, and continual self- improvement.

Responsibilities

- Have input into implementation of the Strategic Community Plans to include all elements of the Community
- Work hand in hand with the Foundation to provide support when applicable on relevant Community Strategies and Events etc. - specific with emphasis on the RLWC2021 Development plan.
- Works with the relevant club employees and Board members to deliver these aims and objectives
- Identification of Business CSR opportunities to add value to the business
- Responsible for Community Plan and relevant advertising activity at the club
- Liaising with all Community stakeholders across Calderdale
- Develop effective Community external relationships especially Community Clubs, Schools and Colleges, Local Businesses etc
- Developing relationships with Local Government organisation (Relevant Parties)
- Provide excellent Business engagement and increasing revenue streams on a match day linked to Community Plan
- Linking Community partners with one and other and promoting inter-trade and relationships
- Promotion and marketing of the club to local, regional organisations
- Input to the Club official website (writing articles etc, promoting events etc)
- Utilise official twitter and Facebook and other social media outlets
- Input to press releases on Community activities
- Handle Community media enquiries where required
- Promotion of games (when linked to Community Events and Activities)
- Promotion of all Community events
- Act as the liaison between the Club, the Foundation, the Clubs Rugby Development Officer, the Board and the Club's staff on all Community issues and risks
- Maintain the highest of standards of customer service and engagement
- Communicate effectively at all levels
- Complete all relevant KPI's and metrics for reporting to the Board.
- Ensuring World Class Customer Satisfaction and Customer experience
- Excellent Presentation Skills
- Be a Change Champion for the Club
- Clean driving license and access to a vehicle is required
- Some travel to other UK locations required as required. Late or weekend working in support of the business may be required
- Attendance at Home Match Days



Corporate

- Attend Monthly 1:1's with the Managing Director to review progress on Community activities and successes
- Prepare and present detailed Monthly Reports on performance and KPI's via Dashboards and ad hoc reports as required
- Identification, mitigation and management of Business and Community risks

Customers/Partners

- Recruit year on year additional Community Partners and develop a partner plan
- Develop excellent Customer relationships to drive growth
- Drive customer satisfaction and removal of any poor perceptions
- Identification and delivery of new innovative special events

Essential/Desirable Skills/Attributes

Essential

- Effective Leadership and influencing Skills
- Strong Passion and Drive
- Innovative and adaptable to Industry and Customer requirements
- Good Team Champion
- Able to build the capability of the Business effectively
- Experience in a similar role in a Leisure/Sports environment
- Excellent Community relationships and ability to build long term relationships
- Good Industry Reputation
- Excellent people management skills
- Excellent communication skills
- Ability to manage complexity
- Ability to work under pressure
- Excellent Stakeholder Skills and able to work across all levels
- Ability to drive and manage change

Desirable

- Worked in a similar role in rugby league or another team associated sport

Some travel to other locations required. Late or weekend working will be required

Business Principles

- To actively support and encourage at all times, company policy and best practice in the area of legal and regulatory compliance, relying on your own knowledge or recognising the need for specialist support when necessary.
- To actively support, and encourage at all times, company policy and best practice in the area of security, with particular emphasis on the protection of sensitive customer information.
- You are authorised to access, use or disclose customer information only when you need to do so to perform your Halifax Panthers RLFC operational duties. Any other access, use or disclosure may only be made on receipt of additional authority in accordance with the company security policy.

Both Individual and Manager must sign below;

Individual:	Manager:
Date:	Date: