



## JOB VACANCY

**JOB TITLE** Fan Engagement Assistant  
**DEPARTMENT** Fan Engagement

**SALARY** Dependent on Experience  
**BENEFITS** 25 days holiday, plus bank holidays  
Cycle to Work Scheme  
Private Medical Insurance & Health Cash Plan  
2 x Complimentary home match tickets  
Discounted Club Merchandise  
Enhanced Family Leave Payments

**RESPONSIBLE TO** Head of Supporter Services

**CONTRACT** Permanent Contract

**WORKING HOURS** 40 hours per week (flexible evenings/weekends)

### THE ROLE

The Fan Engagement Assistant will be supporting the head of supporter services to deliver the club's fan engagement strategy, activities, and events to improve fan experience and community cohesion.

The Fan Engagement Assistant will act as a conduit between the supporters and the club, on matchday and non-matchdays, ensuring all club supporters receive an outstanding level of customer service and engagement.

### ROLE RESPONSIBILITIES

- Delivery of the Fan Engagement Strategy
- To support the head of supporter in the creation and delivery of the club's fan and community engagement strategy
- Lead on customer service element of fan engagement via e-mail, telephone and in-person
- Monitor, communicate and action any in-bound enquiries/ feedback and complaints to an appropriate outcome
- Lead on the sales and organisation of Swansea.com Stadium Tours
- Lead on bookings for the club's Sensory Room
- Work closely with the head of supporter services to deliver community initiatives aimed at engaging the next generation of Swansea City fans through ticketing promotions in schools/clubs/local businesses
- Support in the creation and delivery of fan events



- Matchday Delivery
- Support the head of supporter services to create and deliver matchday activations including but not limited to dedicated or celebratory matchdays/ family stand activities/ experiences for first time fans/ pre-match build up/ half-time entertainment
- Coordinate the club's Here to Help volunteers

#### Ad-hoc

- Support with other administrative tasks and duties
- Write and update supporter facing information such as ticketing or matchday updates for the website and social media

## **PERSON SPECIFICATION**

### Experience

- Previous experience in customer service, community engagement, or fan engagement, ideally within sports, entertainment, or events industries.
- Confident communicating via phone, email and face to face.

### Personal Attributes

- Passionate about football with genuine interest in Swansea City AFC.
- Energetic and Approachable: Friendly, outgoing personality that can connect with diverse audiences.
- Willing to support colleagues and contribute to a positive team culture.
- Able to work in a fast-paced, dynamic environment with evening or weekend commitments (in line with fixtures).
- Innovative approach to engaging fans and improving their experience.



## GENERAL STATEMENT

Should an adequate number of applications be received prior to the closing date, Swansea City AFC reserve the right to remove this advert.

Due to a high demand in applications the Club will be unable to respond to those applicants who have not been shortlisted for interview.

## SAFEGUARDING & WELFARE

The Company is committed to safeguarding and promoting the welfare of children and young people involved in activities and event at the Company. As part of the Company's recruitment and selection process any offers of work involving working in regulated activity with children are subject to a satisfactory enhanced DBS Disclosure and barred list check (depending on the level of supervision, frequency, and nature of contact with children).

The Company may also conduct online searches of candidates who have been shortlisted as part of its safer recruitment procedures. Appropriate references will be required.

## EQUALITY, DIVERSITY & INCLUSION STATEMENT

Swansea City AFC strives to ensure it provides an environment where everyone's rights, dignity and individual worth is respected and takes a zero-tolerance approach to any form of discrimination. Equal Opportunity is an integral part of our recruitment and selection process, and we welcome applications from all individuals who feel they meet the core requirements of the role.

We are particularly encouraging applications from women, disabled people and individuals from diverse ethnic communities who are currently under-represented within the organisation.

All appointments will be made on merit of skill and experience relative to the role.

## How to Apply

Please complete an Application Form, available [Here](#). If you require the application form in an alternative format, please email [jobs@swanseacity.com](mailto:jobs@swanseacity.com)

The closing date for this vacancy will be **13<sup>th</sup> October 2025**