

Club Ambassador

Role and Requirements



A club ambassador is a voluntary position at #HerGameToo in which a football fan will act as the bridge between #HerGameToo and their club as well as in their local community.

This document describes some of the regular duties of a club ambassador as well as requirements of the role. The duties mentioned are not exhaustive and where appropriate, club ambassadors are encouraged to play an active role within the campaign; bringing fresh, new ideas to the table, as well as collecting feedback from fans.

Requirements:

- 18+
- UK-based
- No criminal history
- Excellent communication skills
- A desire to improve the match experience for female fans
- Good relationship with your club (no previous banning orders or suspensions)

Role:

- Help set up or maintain a partnership between #HerGameToo and their club
- Arrange and lead regular meetings with your point of contact at the club
- Assist and implement club-specific ideas for ongoing partnerships
- Connect with female fans of the club and be a point of contact for fans
- Handle uncomfortable and distressing reports sent by fans and raise these with the club as well as #HerGameToo - follow up with club for actions taken
- Have a good social media presence (complying to the #HerGameToo code of conduct)
- Report back to the #HerGameToo team on how the club is progressing with the partnership
- Liaise with ambassadors of different clubs about any incidents that occur at an away game - reports to both clubs involved
- Recruit and support #HerGameToo club advocates (if required) and delegate appropriate tasks
- Check in with club advocates regularly to discuss concerns or provide updates
- Meet with all ambassadors and advocates - once a season minimum
- Assist local ambassadors with #HerGameToo events where appropriate
- Attend #HerGameToo events such as dedicated fixtures which are local
- Support local grassroots teams and encourage partnerships with #HerGameToo

Club Ambassador

Role and Requirements



Each club ambassador is supported by a Director of #HerGameToo who is there to assist with queries, sign off on certain activities and guide them with any issues.

A director will be appointed as the ambassador's lead upon induction and should be the main point of contact for any and all questions. Where required, the director may delegate the task or query to a more appropriate person based on the circumstance.

Directors are required to sign off on the following:

- Graphics to be posted on any #HerGameToo affiliated accounts
- #HerGameToo posters or designs to be sent to clubs or organisations
- Expense requests for #HerGameToo events - merchandise, flyers, etc.
- Appointment of club advocates
- Press/media appearances
- Programme write-ups
- New partnership requests
- Any new initiatives

By signing below, you are confirming that you have read this document thoroughly and will comply with the requirements of the role. Should the duties of the role not be fulfilled, #HerGameToo directors will provide verbal feedback in the first instance. If no improvements are made, a written warning will be issued which could lead to dismissal from the role.

Ambassador name:

Club:

Sign:

Date: