

Role Profile: Social and Events Secretary of West Ham United Supporters' Club

Position Summary:

The Social and Events Secretary of West Ham United Supporters' Club is responsible for planning, organising and overseeing social activities and events that enhance the member engagement and satisfaction. This role involves coordinating all aspects of club events, from concept and budgeting to execution and feedback. Working closely with the club's leadership and members, the Social and Events Secretary ensures a vibrant calendar of events and fosters a sense of community and promotes active participation in club life.

Key Responsibilities

1. Event Planning and Coordination

- Develop a diverse annual calendar of events, including social gatherings, themed nights, holiday celebrations and member exclusive activities.
- Create event proposals with detailed plans, budgets, and timescales for approval by the Committee.
- Coordinate with vendors, entertainers, caterers, and other external providers to ensure high quality services at a competitive rate.

2. Budget and Financial Management

- Prepare event budgets, track expenses, and ensure events are delivered within budget.
- Work closely with the Treasurer to manage finances, including income from ticket sales or sponsorships, to achieve cost effective results.

- Provide regular financial reports and post event summaries to the Committee, detailing revenue, attendance, and areas for improvement.

3. Member Engagement and Communication

- Promote events to members, through newsletters, social media, email, and in-club displays to maximise attendance and engagement.
- Collect feedback from members on event preferences, ensuring the event calendar reflects member interest and club goals.
- Act as a main point of contact for event related enquiries, providing prompt and informative responses. Support the club staff and members as required.

4. Event Execution and On the Day Improvement

- Oversee event setup, coordination, and troubleshooting on the day of the event to ensure smooth operations and an enjoyable member experience.
- Work with club staff and volunteers to manage logistics, including seating arrangements, sound, lighting, and supplies.
- Greet members, introduce performers or speakers, and ensure all attendees feel welcomed and supported throughout the event.

5. Post Event Evaluation and Continuous Improvement

- Gather post event feedback from members and volunteers, using surveys and informal input
- Analyse event success metrics, such as attendance, engagement, and budget adherence, to improve future events.

- Make recommendations for future events based on feedback, trends, and best practices to continuously enhance the club's event offerings.

6. Collaboration with Committees and Volunteers

- Collaborate with other Committees and volunteers to align event programming with club initiatives, goals, and member demographics.
- Recruit, train and coordinate volunteers for events to assist with set up, registration, and member support.
- Work closely with the Membership Secretary to encourage new member attendance and introduce them to the club community.

Qualifications

- **Education:** Degree or Background in event management, hospitality, marketing, or a related field is beneficial.
- **Experience:** Previous experience in event planning, social programming or club/hospitality management is preferred.

Skills

- Strong operational and project management skills, with an eye for detail.
- Excellent communication and interpersonal skills, with the ability to build positive relationships with members, staff, and vendors.
- Budget management skills and experience in negotiating with vendors.

Attributes

- Creative and enthusiastic, with a passion for organising enjoyable, memorable events.
- Flexible and adaptable, with the ability to work under pressure and handle multiple tasks.
- Member focused ensuring all events align with the club's culture and values.

Time Commitment

- Attend Committee meetings and any additional planning sessions for events.
- Be available during key events, including occasional evenings or weekends.
- Attendance at the Matchday Bar from opening to closing whenever possible.

Last updated: 24/02/25