



JOB DESCRIPTION

JOB TITLE: GENERAL MANAGER

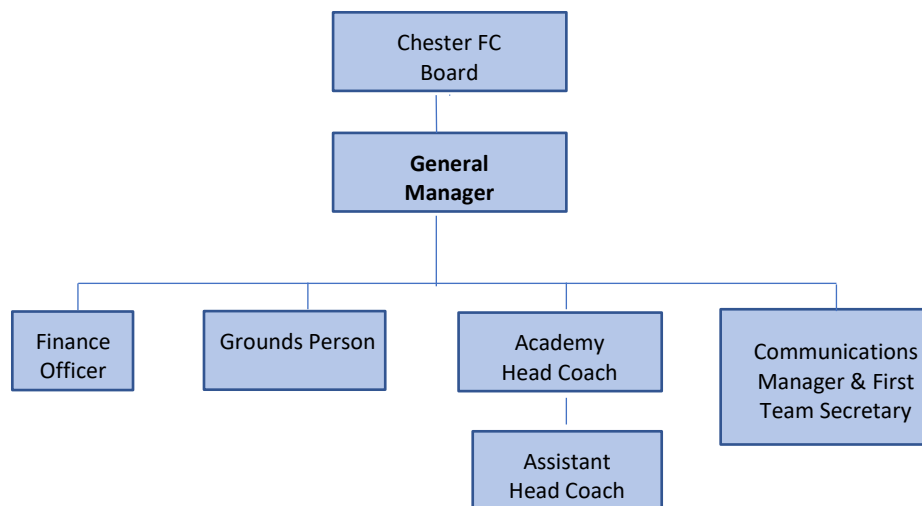
JOB HOLDER:

REPORTS TO: CLUB CHAIR AND THE BOARD

DATE: February 2022

JOB PURPOSE: The role of the General Manager is to lead all operations associated with the day-to-day running of Chester Football Club and thus to lead and manage the small team of employed staff across the range of activities undertaken to keep the Club running as a fan-owned enterprise.

ORGANISATIONAL STRUCTURE



DIMENSIONS

- The current operating budget of the Club is c.£1M.

CORE VALUES OF THE CLUB

- RESPECT
- INTEGRITY
- VISIONARY
- PASSION
- FANS FIRST
- BELIEF
- RELIABLE

MAIN RESPONSIBILITIES

- In response to the direction set by the Board through its strategy for Chester FC, work with the relevant Board members to identify the actions and resources needed for implementation and the impact of such



initiatives on the performance objectives of the rest of the Club's employees. Work with the team of staff to drive objectives forward.

- Under the direction of the Board and its Chairperson, lead and manage the operations side of Chester Football Club. This includes recruiting and line managing (objective setting, performance appraisal, coaching, mentoring, etc.) four staff who are variously responsible for sound bookkeeping/payroll, the maintenance of the pitch and surrounding grounds, the Club's Academy and the Media/PR requirements of the organisation.
- Working with the Director (Commercial) develop commercial relationships with new and existing sponsors to generate income for the Club – targets to be agreed. Support the Media and PR Officer with similar initiatives that he may generate himself through his own contacts.
- Under the guidance of the relevant Director, ensure the Club remains compliant with health and safety requirements for all the uses to which the Stadium and grounds are put and under the specific requirements of the stadium safety certificate. This includes maintaining insurance records and taking timely and appropriate action when policy renewals are due to ensure appropriate cover is in place at all times.
- In partnership with the Academy Head Coach, monitor the Academy's finances to ensure its ongoing viability.
- Form and manage relationships with clubs above and below Chester FC to allow for smooth movement of players up and down the football pyramid.
- Contribute to relevant working groups that are set up by the Board from time to time to stay informed about the progress of the strategy and add as much value as possible on a range of new and ongoing initiatives (season tickets, match day hospitality, fan engagement, fund raising, etc.)
- Meet regularly with the Chairman to discuss all the above and take a steer on what needs to happen next.
- Deal with day-to-day queries from volunteers about which the other staff are uncertain, escalating these to the relevant Board member as needed or appropriate.
- Actively promote the ongoing development of Chester Football Club and, through the Club's Media and PR Officer, ensure dissemination of key messages to the wider community about the Club's plans and ambitions. This could include working with local educational establishments to source and deploy interns, work experience students, etc. to provide additional staff resource.
- Manage and market the booking of the clubs unique facilities
- Work with others to market Chester FC to the wider city and area to increase attendances on matchdays.

PLANNING AND ORGANISING

The job holder's work is both operational (so week to week in terms of ongoing demands) and looking ahead for up to a year ahead and possibly beyond.

INTERNAL AND EXTERNAL RELATIONSHIPS

- Internally with Directors and all Club staff, including the playing staff.
- Externally with suppliers, local community groups, other Clubs, the National League, the Football Association and commercial partners.

KNOWLEDGE, SKILLS AND EXPERIENCE

A self-starter, the job holder will be a highly motivated and ambitious individual to help the clubs board meet its off the field targets to enable the club to field the best possible team on the pitch. Ideally will have a football/business related degree or qualification.

OTHER CONTEXTUAL INFORMATION/SPECIAL FEATURES

Chester Football Club is supporter-owned and has a clear ethos of being financially-sustainable and community focused while striving to play at the highest level possible in the English pyramid. All staff are expected to uphold this ethos, comply with all club policies and procedures and the relevant legislative and regulatory requirements while promoting a positive image of Chester Football Club and City Fans United. The job holder will be expected to fulfil any other duties commensurate with the level of the post that may be required from time to time and that this can include evening and weekend work.



JD-GeneralManager/Feb 2022