



Leeds United Supporters' Trust

Election Role Descriptions

- 1) Secretary (non-elected role, non-executive)**
- 2) Board Role – Membership Services**
- 3) Board Role – Infrastructure**
- 4) Board Role – Future Trust**
- 5) Board Role – Podcasts ('Trustcast')**
- 6) Board Role – Supporter Liaison**
- 7) Board Role – Partnerships & Community**
- 8) Board Role – Communications**



Leeds United Supporters' Trust Secretary

The position of Secretary is not elected but chosen and agreed on by the Supporters' Trust Board. It is a non-voting role and although integral for Trust Board business and meetings is not considered a Trust Board member.

The Role

- To arrange, attend and lead Board meetings, generally held monthly.
- To produce minutes of each meeting and circulate the agenda and previous Board minutes to all Board members before the next meeting.
- To organise the paperwork for the annual elections, liaising with both the Membership secretary to obtain Membership details and a third-party printer to post out the information to all Members.
- To organise the annual general meeting (AGM) and necessary paperwork & ensure the smooth running and integrity of the election process.
- Correspondence: to respond to Member emails and queries.
- To manage the Trust Constitution, ensuring it is relevant and pertinent and adhered to by the Trust Board.
- To provide advice to the Board on the interpretation of its Constitution.
- Safeguarding the needs of Members.
- To help build Trust memberships.
- Manage relationship with Supporters Direct and keep the Trust compliant.

Qualities & Skills Required

- A flair for championing the Trust Board ethic Side Before Self.
- Proficient in Word, Excel and internet work, particularly e-mail; strong command of English language and grammar.
- Initiative, Commitment and Passion to deliver for the Trust.
- Impartiality and Integrity.
- Decision-Making Capabilities & Accountability.
- Organisational abilities.
- Clear, friendly and professional communication skills.
- Knowledge of the organisation's key contacts and governing bodies.



Leeds United Supporters' Trust Treasurer

The role of the Treasurer is to maintain the Trust accounts, ensure that all statutory returns are completed and returned on time. Also to ensure that the accounts show a true and fair view and that Trust assets are safeguarded.

The Role

- Maintaining computerised and accurate records of books and accounts.
- Reporting the financial position to the Board on a regular basis.
- Recommending actions and providing advice on financial matters to the Board.
- Preparing and submitting any statutory documents required.
- Facilitating the statutory audit of the Trust's annual financial statements.
- Ensuring the Trust acts at all times in line with its Constitution, Memorandum & Articles of Association, company legislation and all other legal or funder requirements.
- Ensuring the Trust makes the necessary returns to the FCA and Supporters Direct as required.
- To regularly attend Trust meetings and participate in tasks as required over & above management committee meetings.
- To keep the Trust Board informed on issues affecting the organisation and to promote the organisation externally.
- Contributing to Trust publications and reports as practical and/or necessary.
- Act at all times in the best interests of the Trust and its members and safeguard the good name and values of the Trust.
- To help build Trust memberships.
- To declare any conflicts of interest as soon as they are known.

Qualities & Skills Required

- A flair for championing the Trust Board ethic Side Before Self.
- Proficient in Word, Excel, internet usage (particularly e-mail).
- Knowledge/previous experience of treasurer role; accountancy skills.
- Commitment and Passion to deliver for the Trust.
- Integrity, honesty.
- Team player.
- Decision-Making Capabilities & Accountability.
- Organisational abilities.
- Clear, friendly and professional communication skills.
- Initiative and drive.



Leeds United Supporters' Trust Board Role – Membership Services

The Board Role of Membership Services is to maintain an accurate and up to date database of all Trust Members and communicating with them on a regular basis.

The Role

- Welcoming new members by email and issuing Membership packs.
- Acting as primary contact for Membership enquiries by telephone, email and post.
- Ensuring that renewals, new Memberships and Membership upgrades are processed.
- Keeping Membership databases up-to-date and maintaining Members' information.
- Processing product requirements (Membership cards, badges, stickers etc) and communicating with suppliers to ensure Member needs are met.
- To provide a regular up date at Board meetings on Membership news.
- Assisting with obtaining and representing the views, concerns, queries and suggestions of the Membership, & ensure their consideration in the formulation of all Trust strategy & policy.
- Attending Trust meetings and contributing on a regular basis.
- Contributing to Trust publications & reports as necessary.
- To act at all times in the best interests of the Trust and its members and safeguard the good name and values of the Trust.
- To declare any conflicts of interest as soon as they are known.
- To help build Trust memberships.
- Providing advice to the Board on the interpretation of its Constitution.

Qualities & Skills Required

- A flair for championing the Trust Board ethic Side Before Self.
- Fast and efficient response to Members' enquiries and issuing of Membership packs.
- Ability to build, store and locate data in and to maintain the Membership database.
- Be up to date with all Data Protection regulations.
- Commitment to attend meetings and Trust events.
- Commitment to the values of the Trust.
- Commitment and passion to deliver for the Trust.
- Integrity, honesty.
- Team player.
- Decision-making capabilities & accountability.
- Organisational abilities.
- Clear, friendly and professional communication skills.
- Initiative and drive.



Leeds United Supporters' Trust Board Role – Infrastructure

The Board Role of Infrastructure is to manage all aspects of the Trust's technology including the website and communications means.

The Role

- To be responsible for and to manage all aspects of the Trust's technology infrastructure.
- To own and manage the relationship with web hosting / email hosting / third-party suppliers and providers.
- To maintain website security standards through regular patching / monitoring for any likely GDPR requirements. To hold all Trust data securely and responsibly.
- To create and update website copy and other forms of content.
- To assist in design and implementation of improvements to the Trust website in line with other visual output.
- Attending meetings on a regular basis; contributing to discussions and decisions.
- To keep informed on issues which affect the Trust and help to promote the Trust.
- To contribute to Trust publications and reports as practical and/or necessary.
- Act at all times in the best interests of the Trust and its members and safeguard the good name and values of the Trust.
- Participate in tasks as required over & above management committee meetings.
- To declare any conflicts of interest as soon as they are known.
- To help build Trust memberships.
- Providing advice to the Board on the interpretation of its Constitution.

Qualities & Skills Required

- A flair for championing the Trust Board ethic Side Before Self.
- Ability to create and update website copy and other content.
- Infrastructure experience.
- Ability to implement infrastructure actions in timely manner.
- Be up to date with all Data Protection regulations.
- Commitment to attend meetings and Trust events.
- Commitment to the values of the Trust.
- Commitment and passion to deliver for the Trust.
- Integrity, honesty.
- Team player.
- Decision-making capabilities and accountability.
- Organisational abilities.
- Clear, friendly and professional communication skills.
- Initiative and drive.



Leeds United Supporters' Trust Board Role – Future Trust

The Board role of Future Trust is to own, manage and develop the Trust's junior Membership base.

The Role

- To develop the Future Trust arm of the Trust with the objective of expanding the next generation of Leeds United supporters.
- To design and implement initiatives to encourage young people to join.
- To work with the appropriate organisations to educate young people and engage them with Leeds United and the Leeds United Supporters' Trust.
- To research, contact and interact with people and organisations to assist with the Future Trust programme.
- To promote inclusivity and diversity in all Future Trust programmes.
- To liaise with the Membership Secretary on Future Trust Membership records and Membership initiatives.
- To attend meetings on a regular basis, to contribute to the discussions and decisions.
- To contribute to Trust publications & reports as practical and/or necessary.
- Act at all times in the best interests of the Trust and its Members and to safeguard the good name and values of the Trust.
- To declare any conflicts of interest as soon as they are known.
- To help build Trust memberships.
- Providing advice to the Board on the interpretation of the Constitution.

Qualities & Skills Required

- A flair for championing the Trust Board ethic Side Before Self.
- Ability to communicate with people of any age range and background.
- A creative, strategic mind able to design and present viable projects/initiatives to the Board.
- A willingness to present ideas to groups about the Supporters' Trust and Future Trust initiatives.
- Commitment to attend meetings and Trust events.
- Commitment to the values of the Trust.
- Commitment and Passion to deliver for the Trust.
- Integrity, honesty.
- Team player.
- Decision-making capabilities & accountability.
- Organisational abilities.
- Clear, friendly and professional communication skills.
- Initiative and drive.



Leeds United Supporters' Trust Board Role – Podcasts

The Board Role of Podcasts is to be a creative lead in developing, managing and executing a regular podcast, the 'Trustcast', to engage listeners.

The Role

- To present a regular podcast, the 'Trustcast', for the Leeds United Supporters' Trust.
- To edit and produce the podcast, and distribute/publicise it in a timely manner.
- To contact and liaise with special guests, maintaining a diary schedule for upcoming appearances.
- To promote the Trustcast on social media and assist fellow Board Members in its promotion.
- Plan and prepare individual podcast episodes, liaise with attending Board members and assist them in preparation.
- Contribute to all Trust publications & reports as practical &/or necessary
- Act at all times in the best interests of the Trust & its members and safeguard the good name & values of the Trust.
- To help build Trust memberships.
- Participate in tasks as required over & above management committee meetings.

Qualities & Skills Required

- A flair for championing the Trust Board ethic Side Before Self.
- Strong knowledge of Leeds United past and present, football in general, an ability to lead and generate balanced, honest and humorous discussion.
- Strong organisational and communication skills.
- Good creative ability to generate & implement ideas.
- Ability to Implement/deliver programme preparation, editing and promotion, punctually.
- Commitment to attend meetings and Trust events.
- Commitment to the values of the Trust.
- Commitment and passion to deliver for the Trust.
- Integrity, honesty.
- Team player.
- Decision-making capabilities and accountability.
- Clear, friendly and professional communication skills.
- Initiative and drive.
- A flair for championing a team ethic.



Leeds United Supporters' Trust Board Role – Supporter Liaison

The Board Role of Supporter Liaison is to be the point of contact for our Members, representing the interests of supporters and Leeds United FC and to try and resolve any problems fans may face with the club.

The Role

- To build experience and contact with key supporter networks at local and national levels.
- To consult with supporter groups on displays of flags, banners, etc and assist with organisation of such matters and liaising with LUFC.
- To attend fan and advisory meetings and events organised by supporters' groups and the club.
- To help build Trust membership base.
- To deal with Member-related requests, complaints and concerns.
- To initiate meetings between supporters and club representatives and institutional representatives (police, stewards, local authorities, etc) with the aim of improving dialogue and understanding between the various parties.
- To attend relevant national and regional meetings of the Football Supporters Federation and Supporters Direct (SD) when possible.
- To contribute to Trust publications and reports.
- To act in the best interests of the Trust and its members and safeguard the good name and values of the Trust.
- To help build Trust memberships.
- To declare any conflicts of interest as soon as they are known.
- To advise the Board on the interpretation of the Constitution and ensuring that appropriate advice is sought where necessary.

Qualities & Skills Required

- A flair for championing the Trust Board ethic Side Before Self.
- Objective, calming, de-escalating, de-emotionalising skills in stressful and situations.
- Good communication and conflict resolution skills.
- Commitment to attend meetings and Trust events.
- Commitment to the values of the Trust.
- Commitment and passion to deliver for the Trust.
- Integrity, honesty.
- Team player.
- Decision-making capabilities and accountability.
- Clear, friendly and professional communication skills.
- Initiative and drive.
- A flair for championing a team ethic.



Leeds United Supporters' Trust Board Role – Partnerships and Community

The Board Role of Partnerships and Community is to be responsible for landing specific Trust projects and working with relevant Trust partners/affiliates' and to be committed to strengthening the bonds between the Club, and the community which it serves.

The Role

- Responsibility for the development, management and delivery of any Trust fundraising programmes and business affiliations & partnerships.
- Develop key relationships with charities and community groups relevant to the Trusts strategic objectives.
- To identify and take up charity and community opportunities proactively.
- Research and find causes close to member's hearts that the Trust can develop a sustainable relationship with.
- Research and implement a charity of the year.
- Work and develop relationships with Leeds United Foundation.
- Work collaboratively with Future Trust Board Member to ensure a coordinated approach across community projects, charities and grassroots programmes.
- Supporting other partnerships work including schools, universities and government bodies.
- Planning and delivery of fundraising events.
- Identify potential new sources of funding and secure meetings with potential partners, supporters, or sponsors.
- To contribute to Trust publications and reports.
- Act at all times in the best interests of the Trust and its members and safeguard the good name and values of the Trust.
- To help build Trust memberships.
- To declare any conflicts of interest as soon as they are known.
- Providing advice to the Board on the interpretation of the constitution and ensuring that appropriate advice is sought where necessary.

Qualities & Skills Required

- A flair for championing the Trust Board ethic Side Before Self.
- Experience of developing and maintaining effective partnerships, particularly in fundraising and mutual business relationships.
- Charity / Community event experience and confident in network building.
- Commitment to attend meetings and Trust events.
- Commitment to the values of the Trust.
- Commitment and passion to deliver for the Trust.
- Integrity, honesty.
- Team player.
- Decision-making capabilities and accountability.
- Clear, friendly and professional communication skills.
- Initiative and drive.



Leeds United Supporters' Trust Board Role – Communications

The Board Role of Communications is to develop and implement an effective communications strategy and manage the day to day communications of the Supporters' Trust across all channels.

The Role

- Develop and manage the Trust's brand identity and messaging.
- Increase the Trust's profile in the media, with influencers and other organisations.
- Develop and implement an effective communication strategy to support the Trust's objectives across all marketing materials, digital, media and PR, and celebrity management.
- Develop key messages, leading on creating and maintaining appropriate and consistent language and terminology across all media channels.
- Act as a 'brand guardian' ensuring consistency across communication activities and channels.
- Identify issues that could potentially damage the Trusts reputation and recommend actions to mitigate this risk.
- Day to day management of all the Trusts social media accounts.
- Press release writing and respond to requests from the media for comments, views and supporting information and maximise opportunities for further engagement.
- Contribute to all Trust publications & reports as practical &/or necessary.
- Act at all times in the best interests of the Trust & its members and safeguard the good name & values of the Trust.
- Participate in tasks as required over & above management committee meetings.
- To help build Trust memberships.
- To declare any conflicts of interest as soon as they are known.
- Providing advice to the Board on the interpretation of the constitution and ensuring that appropriate advice is sought where necessary.

Qualities & Skills Required

- A flair for championing the Trust Board ethic Side Before Self.
- Excellent writing skills with experience in production and editing, with excellent attention to detail.
- Demonstrable experience of managing digital communication channels.
- Experience of developing and managing effective PR and media relations
- Excellent written and verbal communication skills.
- Experience in working with the media and general public.
- Commitment to attend meetings and Trust Events.
- Commitment to the values of the Trust.
- Commitment and passion to deliver for the Trust.
- Integrity, honesty.
- Decision-making capabilities and accountability.
- Clear, friendly and professional communication skills.
- Initiative and drive.