



# Barry Town United AFC

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## Supporter Liaison Officer (SLO)

### Role Type: Volunteer

### In Association With: Football Association of Wales (FAW) & UEFA SLO Requirements

### Role Purpose

To serve as the primary liaison between fans and the executive committee, facilitating open dialogue, preventing conflict, and enhancing the overall fan experience. This role is implemented in line with FAW and UEFA's Supporter Liaison Officer standards.

### Core Responsibilities

- Matchday – Home & Away
- Act as first point of contact for all supporter-related matters.
- Attend both home and away matches where possible, ensuring visibility and accessibility.
- Conduct risk analyses in advance of fixtures.
- Liaise with club staff, stewards, security, local police, and SLOs of the opposing team if required.
- Distribute pre-match information and updates to fans.
- Assist with travel logistics, meeting arrangements.
- Participate in pre-match stakeholder meetings if required.
- Ensure the away section if designated and matchday services meet appropriate standards.
- Provide on-the-ground support and fan advocacy during the game.

### • Non-Matchday Duties

- Maintain consistent dialogue with fans and stakeholders.
- Visit supporter meeting points and maintain community presence.
- Promote inclusive, safe, and welcoming fan culture.
- Work on rehabilitative alternatives to bans and support positive behaviour programs.
- Advise on matchday development and supporter initiatives.
- Assist in supporter-related logistics planning and issue resolution.
- Serve as an expert advisor on fan behaviour, trends, and concerns.



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## Key Values & Approach

- Dialogue-first approach to all situations.
- Build trust and transparency with supporters.
- Support safety through good service and communication, not enforcement.
- Maintain neutrality and act independently from security forces or police in tasks and priorities.
- Collaborate, not repress – the SLO should be a partner, not a monitor.

## Skills & Experience

- Strong communication and interpersonal skills.
- Demonstrated understanding of football supporter culture.
- Conflict resolution and problem-solving ability.
- Organised with attention to matchday detail and logistics.
- Available for weekend and evening matches (home and away).
- Able to remain calm and fair-minded under pressure.
- Passionate about fan advocacy, inclusion, and safe environments.

## Additional Information

- This is a voluntary role
- Full training and ongoing support will be provided by Barry Town United in collaboration with the FAW.
- This role meets the official UEFA licensing requirement for Support Liaison Officers.

To apply, please email Ollie Waterhouse – [ollie.waterhouse@barrytown.co.uk](mailto:ollie.waterhouse@barrytown.co.uk) and state why you believe you will make a great SLO for our fans. Applications close on Friday 20<sup>th</sup> June 2025