

Position Description

SECTION 1

POSITION TITLE: Regional Development Manager - Midwest Region

TYPE of EMPLOYMENT: Full-Time, permanent

KEY FOCUS OF THE ORGANISATION (WAFC Vision):

To lead and engage all West Australians through a positive experience with Australian Rules Football.

KEY FOCUS OF THIS POSITION (Why this job exists):

Through positive leadership manage the development and growth of Australian Rules Football in accordance to the Western Australian Football Commissions strategic plan for the Midwest Gascoyne and Murchison region.

Key responsibilities will include:

- Football and Game Development, including Player, Coach, Umpire, Club and Volunteer Education.
- Promoting the Region and Associated Stakeholders.
- Coordinating the entry levels of the game, Auskick and Junior Football.
- Coordinating Primary and Secondary School Football Competitions, Primary and Secondary School Football Programs and the AFL School Ambassador Program.
- Working closely with volunteer leaders, community football and school stakeholders, WAFC Departments and WAFL club leaders.
- Work with the aligned WAFL affiliated clubs and the WAFC to ensure the effective delivery of talent development programs within the region.
- Assisting with Football events including the planning, organising and oversight of initiatives to best represent the Region and WAFC throughout the community.
- Work closely with, and act as the EO to the Midwest Regional Football Development Council (RFDC).

REPORTING RELATIONSHIPS

POSITION REPORTS TO:	DEPARTMENT / BUSINESS UNIT:	DIRECT REPORTS:
Manager Participation	Community Football	Part-time or casual staff members

AUTHORITY LEVELS (Decisions and Recommendations expected):

Authorised to issue purchase orders in accordance within approved budgets.

SECTION 2

KEY RESULT AREAS (KRA) / KEY PERFORMANCE INDICATORS (KPI'S)

KRA'S - WHAT is PERFORMED	KPI'S - HOW it WILL BE ACHIEVED – to WHAT STANDARD, TIME-FRAME, or for WHO
Participation Programs	<ul style="list-style-type: none"> • Oversee the promotion, organisation and development of Auskick centres within the region. • Recruit and liaise with AFL School Ambassador Program to drive school participation. • Implement AFL Sporting Schools programs within schools of the region. • Coordinate and organise Inter and intra School Football Competitions. • Increase AFL 9's profile and promotion and increase participation.
Community Development Programs	<ul style="list-style-type: none"> • Assist junior football club recruitment and retention strategies. • Promote junior football clubs and link with school football programs. • Implement Quality Club Program with all football clubs. • Assist clubs with strategies to recruit coaches, administrators and volunteers. • Develop Coach education plan to increase coaching capacity within the region. • Deliver level 1 coaching courses for the region and ensure coaches are 100% accredited. • Assist the umpires association with the recruitment and development of umpires where required. • Develop programs to encourage female football to flourish within the area. • Engage with remote communities to increase indigenous and multicultural football participation. • Work with local support programs to implement inclusion programs (disability). • Develop volunteer management plans to capacity build and enhance volunteer effectiveness. • Develop and manage volunteer recognition plan.

	<ul style="list-style-type: none"> • Conduct top club workshops to have 100% compliance from clubs.
Stakeholder Relationships	<ul style="list-style-type: none"> • Attend association and club stakeholder meetings as required. • Work with WA Department of Sport and Recreation to meet key regional strategic outcomes. • Liaise with local government bodies to find local solutions. • Ensure a strong relationship with WAFL affiliated clubs (South Fremantle & East Fremantle).
Talent	<ul style="list-style-type: none"> • Coordinate activities based around the regional talented player program as required. • Coordinate intra-regional development cups. • Work with the aligned WAFL affiliated clubs and the WAFC to ensure the effective delivery of talent development programs within the region.
Sponsorship, Funding & Grants	<ul style="list-style-type: none"> • Develop opportunities to increase sponsorship or donations to RFDC • Acquit Key result areas for the Department of Sport and Recreations OSP funding. • Work with WAFC to obtain further grants to continue growing the game of AFL. • Provide clubs with assistance to obtain government grants.
Fan Engagement	<ul style="list-style-type: none"> • Ensure strong communications with schools to access participants and parents. • Increase local media presence through newspapers, radio and television. • Continuously update social media outlets with current information.
Miscellaneous	<ul style="list-style-type: none"> • Develop RFDC strategic plans for the region. • Manage regional budget. • Ongoing professional training of volunteers and staff.

SECTION 3

COMPETENCIES REQUIRED FOR THIS POSITION:

<p>1. Technical Knowledge Appropriate knowledge of the football industry and the various stakeholders.</p>	<p>6. Initiative Taking independent action to positively influence desired outcomes, without receiving direct instructions, whilst remaining in the limits of defined accountabilities.</p>
<p>2. Computer literate Intermediate knowledge of Word, Excel, Outlook and PowerPoint. Relevant knowledge of social media, web and comprehension of contemporary communication platforms.</p>	<p>7. Planning and Organising Ability to organise and prioritise a course of action for self and to accomplish goals.</p>
<p>3. Effective Communication Ability to clearly and concisely convey information and ideas in a manner that engages the audience. Ability to communicate to all levels of the Football Community. Ability to present to an audience in a professional and articulate manner.</p>	<p>8. Analytical Power Ability to identify priorities, issues and potential problems by integrating information from different sources and drawing logical inferences and valid interpretations from the data.</p>
<p>4. Client/Stakeholder Focus Ensuring stakeholders and clients are always informed and engaged.</p>	<p>9. Judgement Ability to make carefully weighted decisions and take actions based on the information available, taking situational constraints into account.</p>
<p>5. Teamwork Willingness to contribute to the team and to work effectively and cooperatively with other team members, in order to achieve team and organisational goals.</p>	<p>10. Problem Solving Ability to recognise a problem, identify possible causes, generate alternative solutions and select the most appropriate course of action giving full consideration to all factors.</p>

EXPERIENCE REQUIRED TO UNDERTAKE THE POSITION: (Essential or Desirable)

- Relevant sports related tertiary qualification or equivalent industry experience. (E)
- Ability to lead and interact confidently with groups of participants and stakeholders. (E)
- Well developed communication and interpersonal skills. (E)
- Ability to work in a team environment. (E)
- Strong computer literacy, along with social media comprehension. (E)
- Able to work outside normal business hours, including weekends. (E)
- Current WA Drivers Licence. (E)
- WWC card. (E)
- Ability to manage multiple budgets, financial reporting, and acquittal processes. (E)
- Level 1, 2 or 3 Coaching Accreditation. (D)
- Level 1 Umpiring Accreditation. (D)
- Knowledge of the WA Football structure including the Regional Model and RFDC. (D)
- Understanding of volunteer environments within WA Football. (D)
- Knowledge of the Midwest Region, including factors that may influence the Football environments within region. (D)