



AFL VICTORIA POSITION DESCRIPTION

Position: Football Development Manager – AFL Goldfields (Ballarat) Department: Community Foundation – Country Football		Date: January 2016
Overview of Role	<p>AFL Victoria's vision is to be regarded as an accountable, respectful and progressive sporting organisation that is responsible for the continued growth of Australian Football in Victoria by:</p> <ul style="list-style-type: none">✓ acting collaboratively in the best interests of the game;✓ providing strong leadership and effective guidance;✓ managing relevant and viable state league competitions that form an integral part of the talent pathway;✓ supporting participation pathways and development programs. <p>The Football Development Manager is primarily responsible for supporting participation pathways and development programs, and developing strong sustainable clubs which promote inclusive, respectful and safe environments. The role will look to ensure Australian Football continues to grow and maintain a strong community connection.</p>	
Key Relationships	<p>Reports to:</p> <ul style="list-style-type: none">• Region General Manager – AFL Goldfields <p>Direct Reports:</p> <ul style="list-style-type: none">• Casual Game Development Officers <p>Other Key Relationships:</p> <ul style="list-style-type: none">• AFL Victoria Program Managers & Country Football department• NAB AFL Auskick Coordinators and/or District Managers• School Ambassadors• Region Commission Football Operations & Administration staff• Executive/committee members of Leagues, Clubs & Umpiring groups• External service providers & resources working in the Region• Local Council & Media representatives• AFL Victoria Country partners• Other AFL Victoria staff & affiliated second tier Clubs• AFL Sports Ready• Local partners eg: schools, suppliers.	

Stakeholder Management:

- Establish collaborative relationships with Leagues, Clubs & Umpiring groups including developing an understanding of the status of these entities in terms of their ongoing viability, capacity and challenges.
- Be the initial contact point for Leagues, Clubs & Umpiring groups with respect to rules and regulations and other matters requiring immediate attention to ensure a quick and effective response.
- Implement and reinforce all AFL Victoria Country programs and policies in the Region including education, training and management of volunteers.
- Establish effective and collaborative relationships with other FDM's in the Region, and with other AFL Goldfields staff.
- Support AFL Victoria Country partners and sponsors.

Development:

- Develop and monitor effective and efficient participation pathway strategies between NAB AFL Auskick, school football, junior, youth & senior club football – similarly, an identifiable pathway should also exist for coaches and umpires.
- Implement and manage development programs and other initiatives in the Region in consultation with AFL Victoria Program Managers and the Country Football department. This shall include, but not be limited to, overall participation, AFL 9s, female, multicultural and Indigenous programs.
- Co-ordinate and support development programs that relate to the recruitment, retention and training of umpires.

More specifically:

NAB AFL Auskick:

- Manage the NAB AFL Auskick Program in accordance with the program strategy.
- Promote quality environments and maximise the participation of children and parents.
- Educate and support volunteer coordinators to ensure the quality delivery of the program.

School Football:

- Establish effective partnerships with principals, teachers, school ambassadors, regional school sport associations and other relevant stakeholders to encourage and maximise participation of school football including the potential implementation of new strategies eg: AFL 9's.
- Develop the most efficient structure for school football in the Region.
- Manage the implementation of the Sporting Schools Program.

League & Club Development:

- Coordinate training and education programs aimed at building capacity for the volunteers within Leagues, Clubs and Umpiring groups.
- Assist with future planning for Leagues, Clubs and Umpiring groups including the development of new Clubs to capitalise on growth opportunities that may exist.
- Support and monitor Leagues, Clubs and Umpiring groups with the implementation of their strategy and plans including providing ongoing support, advice and direction.
- Assist Leagues, Clubs & Umpiring groups with local Council, Government and other stakeholder relationships.
- Implement and support any other development programs that are proposed from time to time by AFL Victoria.

Coach Education:

- Manage Coach Education in the Region at NAB AFL Auskick, junior, youth and senior levels to develop and maintain quality coaches and umpire coaches.
- Support the management of the regional branch of the Australian Football Coaches Association (AFCA) and its activities.

Community Engagement:

- In conjunction with other Region staff and external partners facilitate community engagement strategies and programs in the following areas – multicultural, Indigenous and female football.

Fan Development:

- Coordinate and manage AFL Player Appearances in Schools, NAB AFL Auskick centres and community Clubs.
- In conjunction with other Region staff and external partners facilitate the planning and execution of the AFL Community Camp program as required.

Assist with infrastructure planning:

- Identify facility development opportunities.
- Identify and document the facility needs of Leagues, Clubs and Umpiring groups as part of regional infrastructure plans.
- Assist Clubs with Grant applications where required.

Preparation of administrative reports:

- Monitor, record and promote development activities.
- Effective management of records and databases to produce timely reports, participation census and tracking details, retention tracking and program analysis, including the location and demographics of participants.
- Measure the success of each program including feedback from program participants.
- Manage income and expenditure in line with budgets.
- Monitor, record and assist in the development of transition strategies across all segments of the participation pathway (ie: measure).

Other Duties

- Regularly attend games at all levels within the Region to promote the organisation, support Leagues, Clubs and Umpiring groups to help develop strong relationships.
- Provide advice, input and support to the AFL Victoria Country representative football program such as WorkSafe Country Championships, V/Line Cup, Junior Carnivals and AFL Victoria Country Representative teams.
- Establish a sound understanding of netball and the important role it plays within Leagues and Clubs in the Region.
- Assist in the delivery of information evenings in relation to football and netball operations.
- Develop positive & productive relationships with community football stakeholders.
- Undertake other duties as directed by the Region General Manager from time to time including attending Commission or League meetings/functions/events.
- Develop communication strategies to promote programs and make regular contributions to enhance AFL Victoria's online and social media presence.

Key Selection Criteria	<p>Mandatory:</p> <ul style="list-style-type: none"> • Tertiary qualifications in teaching, business, sports management or suitable work experience in related field/s. • Capacity to influence people and organisations. • Ability to manage the performance of volunteers. • Level 1 Coaching Accreditation or willingness to achieve this level as a minimum. • Highly developed verbal and written communication, interpersonal and negotiation skills. • Proficient knowledge of the important linkages between netball and football within Leagues and Clubs. • Demonstrated personal initiative and ability to work effectively in a team environment. • Developed IT skills particularly in Word and Excel. • Ability and willingness to work outside of normal business hours. • Current Victorian Driver Licence. <p>Desirable:</p> <ul style="list-style-type: none"> • Demonstrated knowledge of AFL Victoria’s development & participation programs. • Some knowledge of AFL Club management & development programs. • Knowledge of the football structure in the Region. • Knowledge of current AFL Victoria Country Rules and Regulations.
AFL Values	<p>Play to Win We rise to every challenge and do what we say we will do – we own the outcome. We thrive on pushing the boundaries beyond what we have done before to achieve the extraordinary for our people, fans, partners and the community.</p> <p>Play Fair Respect, integrity, honesty, empathy and a great work ethic earns us the right to play.</p> <p>Play with Passion We love what we do. Passion, energy, fun and perseverance is at the heart of our sport and is what drives how we work.</p> <p>Play as One Team We work as one team because together we achieve better outcomes. We bring out the best in each other by embracing our diverse range of ideas, skills and backgrounds to achieve individual and shared success. We celebrate our wins and always have each other’s back.</p>