

## Position Description

### SECTION 1

**POSITION TITLE:** Development Officer

**TYPE of EMPLOYMENT:** Fixed Term – 2 years

**KEY FOCUS OF THE ORGANISATION** (WAFC Vision):

Connecting and enhancing WA communities through our great game.

### CORE VALUES

At the West Australian Football Commission, we value

- **OUR PEOPLE**  
We care for, support and develop our people  
We are one united team committed to delivering our agreed objectives  
Together we celebrate our successes and achievements
- **OUR RELATIONSHIPS**  
We deeply value the players, volunteers, stakeholders and fans of our game  
We are committed to building relationships that are enduring  
We earn trust through our behaviours and communications
- **BEING OUR VERY BEST**  
We strive to give our best every day  
We are recognised as an organisation that gets things done  
We bring passion, perseverance and a positive attitude to everything we do
- **LEADING OUR INDUSTRY**  
We respect our history as we shape our future  
We work in partnership to ensure football's success  
We aim to set the standards for our industry

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

To promote, develop and grow all aspects of Aussie Rules Football within the District by creating great relationships with stakeholders within the football community and school markets focusing around growing participation at a grass roots level.

REPORTING RELATIONSHIPS		
POSITION REPORTS TO:	DEPARTMENT / BUSINESS UNIT:	DIRECT REPORTS:
Club Development & Competitions Team Leader – Metro Central	Engagement & Community Football	Nil

<b>AUTHORITY LEVELS</b> (Decisions and Recommendations expected):
NIL

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
<b>Engagement</b>	<ul style="list-style-type: none"> <li>Implement the Play AFL campaign across the entire District.</li> <li>Deliver opportunities for All Abilities players to participate in AFL programs.</li> <li>Development and promotion of school holiday programs as required</li> <li>Develop agreed Diversity &amp; inclusion programs within District</li> <li>Manage AFL player CBA visits for District.</li> <li>Coordination of AFL9s programs as required.</li> </ul>
<b>Auskick</b>	<ul style="list-style-type: none"> <li>Provide ongoing support for all Auskick centres within the Region to ensure that they are meeting minimum standards.</li> <li>Provide ongoing coach and parent education sessions to all Auskick centres.</li> <li>Manage and coordinate Auskick gala functions.</li> <li>Coordinate regular Auskick Coordinator meetings.</li> <li>Promote Auskick participation to the female marketplace.</li> </ul>
<b>School Programs and Competitions</b>	<ul style="list-style-type: none"> <li>Develop a professional working relationship with all AFLSA's in the Region.</li> <li>Implement conversion and transition strategies to drive school / club player transition</li> <li>Ensure that a minimum of 90% of school in the Region have active AFLSA's.</li> <li>In conjunction with WAFC Schools Coordinator develop and provide ongoing education opportunities for AFLSA's.</li> <li>Coordinate and deliver all inter and intra WAFC competitions.</li> </ul>

	<ul style="list-style-type: none"> <li>Promote and offer support for all WAFC programs within the Region as requested by WAFC Schools Coordinator.</li> <li>Coordinate and deliver Sporting Schools program as required by CDM.</li> <li>Coordinate AFLSA meetings within the Region.</li> <li>Provide opportunities for schools to link with local clubs.</li> <li>Analyse school participation data for targeted intervention.</li> <li>Development and promotion of school holiday programs, player visits and promotions.</li> </ul>
<b>WAFL</b>	<ul style="list-style-type: none"> <li>Maintain a strong working relationship with WAFL club staff and volunteers.</li> <li>Manage and deliver Little League program at home WAFL games.</li> <li>Meet agreed Minimum Standards of WAFL &amp; Community</li> </ul>
<b>Junior Competition</b>	<ul style="list-style-type: none"> <li>Work closely with Club Development and Competitions Team Lead to assist in the running of the Junior Competitions Council by acting as the Executive Officer.</li> <li>Implement agreed female football strategies and pathways.</li> <li>Deliver monthly reports to JCC as required by Regional Manager.</li> <li>Issue Management of JCC.</li> <li>Work with Club Development &amp; Competitions Team Lead on Umpiring</li> </ul>
<b>Other business</b>	<ul style="list-style-type: none"> <li>Any other duties as required.</li> </ul>

<p><b>SECTION 3</b></p> <p><b>COMPETENCIES REQUIRED FOR THIS POSITION:</b></p>	
<p><b>1. Technical Knowledge</b> General knowledge of the football industry and the various stakeholders.</p>	<p><b>6. Initiative</b> Taking independent action to positively influence events without receiving direct instructions whilst remaining in the limits of defined accountabilities.</p>
<p><b>2. Computer literate</b> Advanced knowledge of Access, Word, Excel, Explorer, Outlook and PowerPoint.</p>	<p><b>7. Planning and Organising</b> Ability to organise and prioritise a course of action for self and to accomplish goals.</p>
<p><b>3. Effective Communication</b> Ability to clearly convey information and ideas through a variety of media, including presentations at meetings, in a manner that engages the audience and ensures comprehension of the message.</p>	<p><b>8. Analytical Power</b> 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>

<b>4. Client/Stakeholder Focus</b> Ensuring stakeholders and clients are always properly serviced.	<b>9. Judgement</b> Ability to make carefully weighted decisions and take actions based on the information available, taking situational constraints into account.
<b>5. Teamwork</b> Willingness to contribute to the team and to work effectively and cooperatively with other team members, in order to achieve team and organisational goals.	<b>10. Problem Solving</b> 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.

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

- A sound understanding of WA Football structure and system. (E)
- An understanding of Club & School environments within WA Football. (E)
- Level 1 or 2 Coaching Accreditation. (E)
- Relevant tertiary qualification or equivalent industry experience. (D)
- Ability to lead and interact confidently with groups of participants and stakeholders. (E)
- Demonstrative ability to innovate. (E)
- Strong Computer literacy, along with Social Media comprehension. (E)
- Able to work after normal business hours and on weekends. (E)
- Current WA Drivers Licence. (E)
- WWC card. (E)
- Excellent written and verbal communications. (E)
- Demonstrated ability to operate under pressure situations whilst achieving outcomes. (E)
- A self-motivator, who achieves results autonomously or via teamwork. (E)
- Good customer relationship/communication skills. (E)
- Understanding of participation pathways in community sport. (E)
- Experience in training and development programs and course design. (E)
- Understanding the various segments of Community Football (Club and School) in Western Australia. (D)