

WAFC Position Description

Position Title: South West Regional Development Officer

(South West Football League Club Zones only – Not Lower South West)

Contract Period: Initial 3 Year Period

Focus of our Organisation (Mission)

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

KEY FOCUS OF THIS POSITION (Why this job exists)

The South Regional Development Officer is responsible for the development of football in the region at the entry level of the game, education and schools and tasks specifically driven by the 10 South West Football League Clubs.

Responsibilities will include:

Under the leadership of the South West Regional Manager, oversee the following development portfolio's:

- Auskick (PP – Year 3),
- Junior football (Year 4 – Year 6),
- AFL School Ambassador Program,
- Primary school football programs and relevant competitions.

Auskick

- Be the central contact point for all centres,
- Ensure resources are distributed to centres,
- Identify areas for new centre's to be developed both club and school based and assist in their set up.

Junior Football

- In conjunction with the South West Regional Manager, oversee the relationship with the SWJFL, BDJFA and AMRJFA,
- Be the main contact point for those competitions up to Year 6 level,
- Liaise with junior football clubs and assist them in their operation and development.

AFL School Ambassador Program

- Coordinate current AFL School Ambassador's,
- Identify and seek new AFL School Ambassador's at schools who currently do not have them,
- Conduct induction courses for teachers wishing to become AFL School Ambassador's.

Primary School Football Programs and Relevant Competitions

- Coordinate the suite of WAFC programs available to primary schools,
- Ensure each primary school in the region is aware of and given every opportunity to be involved in all intra and inter-school programs and carnivals,
- Offer school based clinics to those primary schools interested,
- Be the central point of contact for all primary schools based in the region,
- Coordinate the ASC Sporting Schools program.

Other

- Liaise with each of the South West Football League Clubs and oversee specific programs and/or tasks within their specific geographic zone,
- Facilitate the exchange of ideas and concepts between clubs and coaches that can attract and increase the participation and retention of children playing junior football.

Management

- Undertake reporting and data collection as required by the WAFC and the SW RFDC,
- Ensure Risk Assessment is conducted and continually monitored.

Miscellaneous

Support and ensure a strong working relationship exists with:

- All Auskick centres,
- All junior competitions and relevant clubs,
- All primary schools.

Provide a monthly report to WAFC South West Regional Development Manager for distribution to the region

Reporting Relationships

- This position reports to the following position: WAFC South West Regional Development Manager,
- This position reports to the following business unit: South West Regional Football Development Council,
- This position has the following direct reports: Nil.

Authority Levels (Decisions and Recommendations expected)

- Authorised to issue purchase orders in accordance within approved budgets.

WAFC Values

- Consistently demonstrates and is a model for the **WAFC Values**

Respect

We respect people by recognizing and accepting their input, honest communication, achievements, efforts and all contributions aimed at delivering the most positive, constructive outcomes for football.

Passion

We are proud to work in the football industry, passionately believing it positively contributes to our community.

Professionalism

We value hard work and innovative thinking aimed at achieving quality outcomes for the game and for the public.

Team

We value working together as a cohesive, inclusive team that supports each other in accomplishing our goals.

Leadership

We exhibit consistent and appropriate behaviours that inspire us to be our best.

Leadership Roles

- Assist in leading the SWRFDC to become a progressive organisation which will provide value to football in the south west,
- Source opportunities to up-skill stakeholders.

Additional Business

- Ensure a strong and close working relationship with the Department of Sport and Recreation and the South West Regional Talent and Coaching co-ordinator,
- Promote the game of Australian Rules Football at all opportunities,
- Access and distribute opportunities for WAFL/AFL half-time Auskick and Little League matches,
- Other tasks required by the WAFC, South West RFDC or the South West Regional Development Manager.

Key Result Areas (KRA)

- Growth across regions of scope as linked to the SWRFDC Strategic Plan,
- Growth in participation of AFL football at the entry and school level,
- Successfully complete tasks agreed to by the South West RFDC and the 10 SWFL clubs,
- Achieve yearly targets outlined in all areas of the game.

Competencies (Skills, Knowledge, Experience) required for this position:

- Technical Knowledge
Appropriate knowledge of the football industry and the various stakeholders.
- Computer/IT literate
Relevant knowledge of Webs, Databases, Word, Excel, Explorer, Outlook and Power Point. A comprehension of contemporary communication platforms.

- **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.
- **Client/Stakeholder Focus**
Ensuring stakeholders and clients are always properly serviced
- **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.
- **Initiative**
Taking independent action to positively influence events without receiving direct instructions whilst remaining in the limits of defined accountabilities.
- **Planning and Organising**
Ability to organise and prioritise a course of action for self and to accomplish goals
- **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.
- **Judgement**
Ability to make carefully weighted judgement and take actions based on the information available, taking situational constraints into account.
- **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.

Experience Required To Undertake The Position: (Essential and Desirable)

Essential selection criteria include:

- Relevant tertiary qualification or equivalent industry experience.
- Ability to lead and interact confidently with groups of participants and stakeholders.
- Demonstrative ability to innovate.
- Strong Computer literacy, along with Social Media comprehension.
- Able to work after normal business hours and on weekends.
- Current WA Drivers Licence.
- WWC card.
- Excellent written and verbal communications
- Demonstrated ability to operate under pressure situations whilst achieving outcomes.
- A self-motivator, who achieves results autonomously or via teamwork.
- Good customer relationship/communication skills
- Understanding of National Coach and Officials Accreditations Systems
- Experience in training and development programs and course design
- Understanding of Club and Volunteer Management and Training
- Ability to manage multiple budgets, financial reporting, and acquittal processes
- Demonstrated experience managing staff

Desirable selection criteria include:

- A sound understanding of WA Football structure and system.
- An understanding of Volunteer environments within WA Football.
- Level 1, 2 or 3 Coaching Accreditation.
- Level 1 Umpiring Accreditation.