

Position Description

SECTION 1

POSITION TITLE: Peel Development Officer

TYPE of EMPLOYMENT: Full-time, Fixed-term contract

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 Lead	Community Football	Nil

AUTHORITY LEVELS (Decisions and Recommendations expected):
Nil

SECTION 2	
KEY RESULT AREAS (KRA) / KEY PERFORMANCE INDICATORS (KPI'S)	
Engagement	<ul style="list-style-type: none"> • Implement the Play AFL campaign across the entire Region. • Deliver opportunities for All Abilities players to participate in AFL programs. • Development and promotion of school holiday clinics as required • Develop agreed Diversity & inclusion programs within District • Manage AFL player CBA visits for Region. • Coordination of AFL9s programs as required.
Auskick	<ul style="list-style-type: none"> • Provide ongoing support for all Auskick centres within the Region to ensure that they are meeting minimum standards. • Provide ongoing coach and parent education sessions to all Auskick centres. • Manage and coordinate Auskick gala functions. • Coordinate regular Auskick Coordinator meetings. • Promote Auskick participation to the female marketplace.
Footy Fundamentals	<ul style="list-style-type: none"> • Develop and coordinate Footy Fundamentals centres as per agreed strategy.
School Programs & Competitions	<ul style="list-style-type: none"> • Develop a professional working relationship with all AFLSA's in the Region. • Implement conversion and transition strategies to drive school / club player transition

	<ul style="list-style-type: none"> • Ensure that a minimum of 90% of school in the Region have active AFLSA's. • In conjunction with WAFC Schools Coordinator develop and provide ongoing education opportunities for AFLSA's. • Coordinate and deliver all inter and intra WAFC competitions. • Promote and offer support for all WAFC programs within the Region as requested by WAFC Schools Coordinator. • Coordinate and deliver Sporting Schools program as required by CDM. • Coordinate AFLSA meetings within the Region. • Provide opportunities for schools to link with local clubs. • Analyse school participation data for targeted intervention. • Development and promotion of school holiday clinics, player visits and promotions.
WAFL	<ul style="list-style-type: none"> • Maintain a strong working relationship with WAFL club staff and volunteers. • Manage and deliver Little League program at home WAFL games
Junior Competition	<ul style="list-style-type: none"> • 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. • Implement agreed female football strategies and pathways. • Deliver monthly reports to JCC as required by Regional Manager. • Issue Management of JCC. • Work with Club Development & Competitions Team Lead on Umpiring
Misc.	<ul style="list-style-type: none"> • Any other duties as required

SECTION 3

COMPETENCIES REQUIRED FOR THIS POSITION:

<p>1. Technical Knowledge General knowledge of the football industry and the various stakeholders.</p>	<p>6. Initiative Taking independent action to positively influence events without receiving direct instructions whilst remaining in the limits of defined accountabilities.</p>
---	--

<p>2. Computer literate Advanced knowledge of Access, Word, Excel, Explorer, Outlook and PowerPoint.</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 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>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 properly serviced.</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>

<p>EXPERIENCE REQUIRED TO UNDERTAKE THE POSITION: (Essential or Desirable)</p> <ul style="list-style-type: none"> • Certificate IV Sports Development, or relevant tertiary qualification (E) • Level 1 Coaching (E) • Excellent written and verbal communications (E) • Excellent interpersonal and teamwork skills (E) • Ability to work outside of normal working hours (D) • Computer literacy. • Knowledge of the WAFC and District Football structure.
--