

Position Description

SECTION 1

POSITION TITLE: Executive Manager Strategy, Communications & Projects

TYPE of EMPLOYMENT: 3 year contract

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):

To support the development of industry and organisational strategy through effective stakeholder engagement and communication, whilst leading and delivering key organisational projects.

REPORTING RELATIONSHIPS

POSITION REPORTS TO:	DEPARTMENT / BUSINESS UNIT:	DIRECT REPORTS:
CEO	Executive & Corporate Services	Media & Communications Manager Business Analyst Business Improvement Administrator Executive Assistant

AUTHORITY LEVELS (Decisions and Recommendations expected):

Delegated to Authority Level 2, as outlined in the Financial Delegations Policy.

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
Strategy	<ul style="list-style-type: none"> • Lead the development of WA Football’s vision and goals. • Lead the development of the organisation’s ongoing strategic planning with input from the CEO within agreed expectations and timelines. • Facilitate the execution of the strategy across the organization by working collaboratively with the Executive Management Team. • Develop the process and systems to support strategic alignment across the industry and WAFC. • Ensure that appropriate metrics are in place to measure effectiveness and progress towards strategic goals. • Provide the CEO with advice, counsel and strategic guidance in relation to assessing and responding to organisational performance and effectiveness metrics. • Oversee the development of knowledge management systems as a strategic asset to better align the organisation’s objectives. • Provide business analyst support to the organization. • Lead the development and implementation of best practice management systems that are aligned to agreed strategies and in accordance with WAFC’s purpose and values.
Communications / Reporting	<ul style="list-style-type: none"> • Manage and oversee the execution of public relations and communications strategy. • Counsel and advise the CEO and Executive Management Team to manage reputation issues. • Oversee the implementation of crisis communication strategies. • Support the CEO in the development of monthly board papers, business reports and annual reports. • Develop and manage organisational KPIs. • Develop, foster and maintain strategic working relationships with key stakeholders including

	media representatives, journalists, government and industry representatives.
Special Projects	<ul style="list-style-type: none"> Support the CEO and the organization in the planning and delivery of key strategic projects.

SECTION 3 COMPETENCIES REQUIRED FOR THIS POSITION:	
1. Technical Knowledge General knowledge of the football industry and the various stakeholders.	6. Initiative Taking independent action to positively influence events without receiving direct instructions whilst remaining in the limits of defined accountabilities.
2. Computer literate Advanced knowledge of Access, Word, Excel, Explorer, Outlook and PowerPoint.	7. Planning and Organising Ability to organise and prioritise a course of action for self and to accomplish goals.
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.	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.
4. Client/Stakeholder Focus Ensuring stakeholders and clients are always properly serviced.	9. Judgement Ability to make carefully weighted decisions and take actions based on the information available, taking situational constraints into account.
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.	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.

EXPERIENCE REQUIRED TO UNDERTAKE THE POSITION: (Essential or Desirable)
<ul style="list-style-type: none"> Tertiary qualification in Communications, Management, MBA or a related discipline (E) Minimum of Six (6) years of experience in a similar role (E) Ability to develop communication strategy (E) Strong financial and business analyst experience (E) Experience in developing and executing strategy (E) Ability to apply a variety of strategic frameworks to analyse problems and to guide and develop solutions (E) Ability to influence in a variety of situations, inspire confidence and remain approachable and accessible (E) Experience in developing strong stakeholder relations (E) Able to operate with ambiguity, evolving relationships and changes in the scope of work (E) Well-developed business acumen to deliver organisational change (E) Leadership experience and a demonstrated ability to manage others (E) Demonstrated experience in delivering a communications strategy within a similar environment (E) Experience working in sport or another not-for-profit environment (D)