



EAST FREMANTLE FOOTBALL CLUB

JOB DESCRIPTION:

Job Title: Senior Football Coach
Division: Football Operations
Report To: Football Operations Manager

Job Purpose

To lead the performance of the East Fremantle Football Club's senior list.

The key responsibility of this position is as follows:

- Plan, prepare, execute and review a football program, one which has a robust game plan that recognises the strengths and limitations of the senior list and to lead both coaching and culture of that list to participate in the West Australian Football League competition in a competitive manner and build team success.

Key Results Area (On-Field):

- Pre-season and in-season training programs to develop the senior list in terms of; skills, conditioning, game style, structures, individual player development and a team first, disciplined approach. Do training sessions reflect the game plan and style of play.
- Using vision and in liaison with the club's IT specialist, lead session and match reviews that recognises areas performed well and areas of improvement and provide feedback for both the team and individuals.
- Liaise with the Football Affairs Committee with the appointment of key ancillary and support staff and ensure they are educated, developed and perform in a manner consistent with the senior coach's and club's philosophies and standards.
- Contribute to all Football Affairs Committee requirements, including, but not limited to;
 - Undertake an assessment of the senior list, understand the talent coming through the club's talent pathway and develop a recruitment plan that provides the best opportunity for on-field success.
 - Meetings as required which review "where we are at" and forward plan "where we want to be."
- Build and maintain strong relationships with the playing list through providing an environment that supports the individual and their welfare but challenges poor behaviours and decisions.
- Evaluate opposition teams and their players strengths and weaknesses; plan and execute, through vision and training, any necessary strategies that provide the best chance to win.
- Lead and drive the Club's values (High Performing / Enjoyable Environment / Engaged with Community) and those on-field values of the football department.

Key Results Area (Off-Field):

- Sit as a member of the East Fremantle Football Club's Talent Advisory Committee, which provides support and direction to the talent pathway, including coach appointments, transition of players from academy to senior football and talent ID.
- Establish and maintain strong relationships with key stakeholders, including, but not limited to;
 - Board of Directors
 - Club staff, ancillary and support staff and volunteers
 - East Fremantle District staff
 - Sponsors
 - West Australian Football Commission
 - Media
 - Supporters
- Attend, at the request of the club, but not to impact on the senior list's performance, functions and events, including, but not limited to;
 - East Fremantle Football Club Board meetings
 - Lynn Medal, Gala Auction, Season Launch
 - Midwest region events, including JJ Clune Medal, Academy training and coach education seminars.
 - Promotional visits to sponsors
 - District events
- Assist with the promotion/marketing of "special" events and initiatives that will help the club generate membership, sponsorship and income
- Prepare material for club publications, including, but not limited to; on-field updates, match reports, annual report

Knowledge and Skills Requirements

- Minimum of Level 2 Coaching Accreditation, working towards to Level 3
- Recent Coaching experience, preferably as a Head Coach with control of own team.
- Excellent Communication Skills, both verbal and written
- Proficient IT and computer literacy skills
- Proven Relationship Management Skills
- Proven Leadership Capabilities that provide the capacity to drive the EFFC culture through the Senior Football Department
- Understanding of Sports Science and Physical Conditioning
- Understanding of what it takes to achieve on field success
- An organised individual that understands structure and process