



**EAST PERTH FOOTBALL CLUB**  
**FOOTBALL DEPARTMENT STAFF**  
**POSITION DESCRIPTION**

**POSITION TITLE:** Futures Head Coach

**POSITION HOLDER'S NAME:**

**POSITION START DATE:** 1<sup>st</sup> November 2023

**POSITION END DATE:** 31<sup>st</sup> October 2024

**KEY FOCUS OF THE ORGANISATION**

**FOOTBALL DEPARTMENT**

The East Perth Football Club is committed to building a reputation as the most professional club in the West Australian Football League. By driving a culture that is built around a strong set of club wide values and achieving success, the East Perth Football Club will foster an environment that allows players, coaches and support staff to perform at their best and accomplish their goals.

**OBJECTIVES**

- To win WAFL League Premierships
- To maximise the potential of all players and staff
- To foster a positive relationship with stakeholders in our Regional and Metro Zones
- To promote and build upon the Royals Tradition & History

**TALENT DEPARTMENT**

The East Perth Football Club is committed to maximising the potential of Talented Young Players from our Regional and Metro Zones. By providing structure, education and exposure to WAFL standards, the East Perth Football Club aims to foster an environment that caters to the long-term development of all players and staff.

**OBJECTIVES**

- To develop long-term senior players for the club (100+ games)
- To provide a clear development pathway for all players and coaches
- To assist Elite Talent to reach the highest-levels football (AFL | WAFL)
- To provide a positive experience and promote retention at all levels of football (keep our people in the game)
- To foster a positive relationship with stakeholders in our Regional and Metro Zones

**KEY FOCUS OF THE POSITION**

- To develop long term senior footballers for the East Perth Football Club
- To develop and administer an elite program that is conducive of both learning and enjoyment
- To implement training sessions that maximise the development of each player and utilise the strengths of various coaching staff (Asst. Coaches, S&C Coaches & Specialist Coaches)
- To develop each player's technical skill, tactical knowledge, athletic ability and personal traits
- To lead and influence all coaching & support staff in a positive manner
- To embrace the East Perth Football Club's Talent Development Philosophy and Objectives
- To ensure alignment with the Senior Program to best enhance each players ability to transition successfully between programs
- To develop an understanding of the various Cultural & Geographical Backgrounds of East Perth Zoned Players and make considerations which will enhance their ability to access the program and develop
- To play a positive part in the development of coaching in our Metro & Regional Zones



## REPORTING RELATIONSHIPS

### THIS POSITION REPORTS TO THE FOLLOWING INTERNAL POSITION/S:

East Perth FC Board or Directors and CEO  
East Perth FC Football Manager (FM)  
East Perth FC Talent Manager (TM)  
East Perth FC Senior Coach

## KEY ROLES, RESPONSIBILITIES & KPI's

### PLANNING & IMPLEMENTING AN EFFECTIVE TRAINING PROGRAM

- Preparing, communicating and implementing a training program which is appropriate to WAFL Futures Level and caters to the development of future East Perth Senior Footballers
- In consultation with East Perth FC Staff, ensure that the program reflects an appropriate balance between skill acquisition, strategy, strength & conditioning and player's personal development
- To liaise with East Perth TM, FM & Senior Coach to ensure that the program reflects all East Perth Talent Development Strategies, Game Plans and Team Rules (ensures consistency across the club)
- To ensure that the program caters for individual differences, rehabilitating players and players with varying workloads outside of WAFL Futures (Regional, PSA, Schools Sports, WA State Academy etc.)
- To liaise with the East Perth TM to ensure that the program is resourced appropriately
- To effectively communicate all training plans with coaching staff, East Perth TM, FM and Senior Coach

### MATCH-DAY OPERATIONS

- To ensure that all match-day strategies are in accordance with East Perth Philosophies and Objectives
- To ensure that all team strategies and rules are well prepared, communicated and implemented
- To ensure that all team strategy and terminology are in line with the East Perth Senior Program
- To communicate in an effective and educational manner with players and coaches on game-day to maximise player performance and development
- To ensure that appropriate support staff roles and structures are in place to coach effectively
- To ensure appropriate coaching box etiquette and communication with coaches and players
- To communicate and engage with all essential match-day personnel (property, umpires etc.)

### INFORMATION, COMMUNICATION & PROGRAM MANAGEMENT

- To provide clear communication and instructions to all players, coaches and staff pre-training, at training, post-training, pre-match, during match and post-match
- To provide accurate and timely feedback (written, verbal & visual) to all players which address both long-term development and weekly performance (training and match-day)
- To ensure that player instructions, roles and responsibilities are clearly communicated and understood pre-match (during training weeks and before the game)
- To produce and provide all players with post-match reports (in consultation with Assistant Coaches) which include various ratings and feedback on their ability to perform their communicated role
- To communicate clearly and concisely with all players on matters of team selection and performance
- To act in an appropriate manner when addressing parents or stakeholders and refer difficult situations or conversations to the East Perth TM
- To ensure that all conversations with players or parents regarding team selection or player discipline are only initiated in the presence of the East Perth TM (or FM if required)
- To liaise with various WA State Academy, PSA, School, Junior Community, Regional and Amateur Coaches or Staff regarding player performance and development when transitioning between grades
- To ensure regular communication and interaction with the East Perth Senior Program on matters of Team Performance, Coaching, Strategy and Player Development



## **KEY ROLES, RESPONSIBILITIES & KPI's cont.**

### **SQUAD MANAGEMENT**

- To ensure that the East Perth TM (& FM if required) oversee and manage Squad Selection
- To ensure that Match-Day Selection is overseen by East Perth TM (& FM if required) and follows the East Perth Selection Policy in line with East Perth Philosophies and Objectives
- To attend all Football Operations Meetings which relate to Futures Squad Management, Development and the Promotion or Graduation of players
- To make various considerations for players with Cultural or Geographical challenges which may be affecting their ability to access the program or their match-day/training performance
- To conduct Post Season meetings with all players reviewing and updating Individual Player Development Plans and off-season focusses
- To attend any meetings held between the East Perth Senior Program and Graduating or Transitioning Colts Players to ensure clear and consistent messaging

### **TALENT IDENTIFICATION & DEVELOPMENT**

- To attend various WA State Academy, WAFL, PSA, School, Junior Community, Regional and Amateur Fixtures to track player development, performance and identify new talent
- To assist the East Perth TM in developing and maintaining various scouting networks
- To develop and maintain an Individual Development Plan for each player which focusses on Strengths, Improvement Areas and tracks development or regression in the player over time
- To present reports on player development and performance to the East Perth Football Department (TM, FM and Senior Coach) at regular intervals of the season

### **STAFF MANAGEMENT**

- To assist in the recruitment of professional staff that will positively contribute to the program
- To clearly demonstrate preferred staffing and coaching structures and implement effectively
- To encourage and support the integration of staff into the East Perth Football Club
- To encourage and support coach and staff development and progression
- To demonstrate leadership towards all staff within the program
- To communicate effectively with all staff in the program
- To foster a positive and enjoyable environment which retains and develops staff and coaches

### **CLUB DEVELOPMENT**

- Engage with Club Development Opportunities presented by the Football Department and the Board
- To assist the East Perth Football Club and District Staff to develop coaching in the East Perth Metro and Regional Zones (PD Opportunities, Coaching Presentations, Attending/Running Training Sessions)
- To attend all meetings and functions as requested by the East Perth Football Club
- To facilitate and support the integration of all staff and players between the Futures Program and the East Perth Football Club
- To ensure that all media commitments are undertaken in a professional manner and in accordance with the East Perth Football Club's Philosophy and Ethos



## EXPERIENCE REQUIRED TO UNDERTAKE THE POSITION

### REQUIRED

- WAFL or WAAFL Coaching Experience
- Minimum Level 2 AFL Coaching Accreditation
- Extensive knowledge and understanding of the WA Football Landscape
- Extensive knowledge and understanding of the East Perth Football Club and it's Regional and Metro Recruiting Zones
- Senior First Aid Certificate, Working with Children Check & Police Clearance
- Demonstrate a high level of stakeholder management skills
- Demonstrate a high level of leadership skills
- Demonstrate a high level of verbal and written communication skills
- Demonstrate a high level of computer literacy skills
- Demonstrate the ability to manage time and complete tasks independently and effectively
- The ability to work outside of normal working hours

### DESIRABLE

- Working knowledge of various video editing software (Sportscode & HUDL)
- Previous coaching experience within the Elite WA or AFL Player Pathway
- Acquired or working toward Level 3 AFL Coaching Accreditation