



## POSITION DESCRIPTION

<b>Position:</b> <b>Region Manager (AFL Central Vic)</b>	<b>Reports To:</b> <b>AFL Central Vic Commission</b>
<b>Hours:</b> Full Time (38 hours per week)  In recognition of the seasonal nature of the sports industry, working arrangements have to be flexible to meet the needs of the Commission and stakeholders. Hours of work can include weekends, particularly during the football season.	<b>Remuneration:</b> Wage package and length of employment contract commensurate with experience (\$100K to \$130k package including superannuation) plus use of a motor vehicle and provision of a mobile phone
<b>Overview of Role</b>	<p>AFL Victoria's vision is to be regarded as an accountable, respectful and progressive sporting organisation that is responsible for the continued growth of Australian Football in Victoria by:</p> <ul style="list-style-type: none"> <li>✓ acting collaboratively in the best interests of the game;</li> <li>✓ providing strong leadership and effective guidance;</li> <li>✓ supporting participation pathways and development programs.</li> </ul> <p>The Region Manager is the senior manager within the AFL Central Vic region.</p> <p>The AFL Central Vic Commission's Region Manager (RM) is primarily responsible for creating and managing a professional, high-performance environment that will enable the Commission's strategic plan to be successfully implemented for the betterment of Australian Football within the region.</p>
<b>Key Relationships</b>	<p><b>Reports to the:</b></p> <ul style="list-style-type: none"> <li>• AFL Central Vic Commission Chair</li> <li>• The RM will work closely with AFL Victoria in pursuit of the game development objectives and other requirements within the Affiliation Agreement, primarily through the WorkSafe AFL Victoria Country Football Manager who will provide or facilitate the provision of support, guidance, program training and leadership for the RM.</li> </ul> <p><b>Direct Reports include:</b></p> <ul style="list-style-type: none"> <li>• Administrative &amp; operational management/staff</li> <li>• Other AFL Central Vic Commission staff</li> </ul> <p><b>Other Key Relationships include:</b></p> <ul style="list-style-type: none"> <li>• Member Leagues, Clubs and Umpiring Associations including executive/committee members</li> <li>• Local Council &amp; State Government representatives</li> <li>• Local Media representatives</li> <li>• AFL &amp; AFL Victoria's management &amp; staff</li> <li>• WorkSafe AFL Victoria's Country partners &amp; sponsors</li> <li>• External service providers &amp; resources working in the region</li> <li>• AFL Central Vic Commissioners, other region Commission Chairs and RM's</li> <li>• Netball Victoria and NV development staff</li> <li>• Government department representatives &amp; related agencies.</li> </ul>

**Responsibilities**

*Responsibilities shall include, but not limited to the following:*

Implement the collaboratively developed and mutually agreed strategic plan for the region. The Region Manager shall focus on the establishment and optimisation of the overall business model for the AFL Central Vic Commission's Region Administration Centre (RAC) including the responsibility for the day-to-day operational, commercial, financial

**General:**

- Drive and monitor the region's strategic and business plans including consultation with local stakeholders and AFL Victoria.
- Develop and manage an annual budget process including the achievement of related commercial outcomes.
- Establish and administer contemporary HR policies, performance goals and allocate resources.
- Identify and pursue strategic growth opportunities to support the overall strategic objectives and business plans.
- Develop, establish and maintain best practice management and operating policies.
- Conduct regular evaluation to ensure optimal and compliant business activities.
- Oversee the scheduling and delivery of a quality events calendar that highlights and promotes the Commission's plans and progress amongst affiliates and the broader community.
- Serve as the primary spokesperson and representative of the Region Commission, in consultation with the Commission Chair.
- Execute key community football projects, initiatives or other activities as directed from time to time by the Commission or AFL Victoria.
- Participate in an annual performance appraisal with nominated AFL Central Vic Commission and AFL Victoria representatives.

**Game Development:**

- Identify and research key issues impacting on community football to develop appropriate responses, particularly relating to population growth areas or areas of population decline.
- Work with local stakeholders to identify the best structure for community football within the region to ensure efficient and effective participation pathways exist.
- Further develop League, Club and Umpiring group environments to enhance the overall quality of community football through the delivery of accessible and innovative training and education programs for volunteers.
- Oversee and manage appropriate competition management policies and procedures relating to male and female football, including the collection of data relating to all Club based football.
- Oversee and manage appropriate competition management policies and procedures relating to AFL Central Vic Netball competitions.
- Lead the strategic development of umpiring in the Region including the introduction of programs and initiatives to improve recruitment, training and retention.

**Commercial Management:**

- Proactively manage and grow all aspects of the AFL Central Vic Commission's business to achieve revenue growth, partnership development and drive increased exposure.
- Explore new opportunities to improve capacity and expand reach through the media, social media, online and other broadcast platforms.
- Develop and manage all partnerships with key stakeholders and related third parties.
- Create and develop sponsorship opportunities, and achieve agreed commercial revenue targets

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Job/Task Profile</b></p>	<p><b>Financial Management:</b></p> <ul style="list-style-type: none"> <li>• Manage the financial aspects of the business including the development of the annual budget process including related revenue/expenditure forecasting.</li> <li>• Facilitate the production of monthly budget/forecast activity reports.</li> <li>• Develop variation reports, and oversee debtor / creditor management.</li> <li>• Manage the business within budget</li> </ul> <p><b>Stakeholder Relationships:</b></p> <ul style="list-style-type: none"> <li>• Develop and maintain productive relationships with all member Leagues, Clubs and Umpiring Associations as well as AFL Victoria Country partners (including WorkSafe), local Councils, State Government representatives and the various local media outlets and personnel.</li> <li>• Liaise with other community based organisations and build relationships when and where appropriate.</li> </ul> <p><b>Human Resource Management:</b></p> <ul style="list-style-type: none"> <li>• Develop a high-performance culture for regional staff that reflects the Commission's direction whilst creating a harmonious and effective workplace.</li> <li>• Manage regional staff so that the recruitment, retention, and performance of all staff contribute positively to the agreed strategic direction of the Region.</li> <li>• Maintain an in-depth understanding of all facets of the regional structure, its primary focus, staff roles and responsibilities and provide leadership, support and guidance as required.</li> <li>• Ensure staff work plans are linked to the overall strategy and business plans of the Region to ensure available resources are targeting the delivery of agreed outcomes for football.</li> <li>• Monitor, review and performance manage all staff within the RAC structure.</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Key Performance Indicators</b></p>	<p><b>Key Performance Indicators</b></p> <ul style="list-style-type: none"> <li>• Participation and retention Targets</li> <li>• Financial Scorecard including Revenue Targets</li> <li>• Policy and Procedure compliance</li> <li>• Staff performance reviews</li> <li>• Compliance to all regulations and guidelines in relation to government bodies, accounting practices, human resources and the AFL</li> </ul>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Key Selection Criteria</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualifications in sports management, business, law or finance or equivalent experience</li> <li>• Experience at a leadership level in sports management, business, law or finance.</li> <li>• Demonstrated leadership capability.</li> <li>• Extensive experience in stakeholder relationship building involving local sporting clubs, community Leagues, business, government or community groups.</li> <li>• Ability to provide high level strategic and operational advice to the commission</li> <li>• High level change management skills.</li> <li>• Highly developed verbal and written communication, presentation and negotiation skills.</li> <li>• Detailed understanding and sound knowledge of governance best practices.</li> <li>• Contemporary human resource management capabilities.</li> <li>• Demonstrated organisational management capabilities.</li> <li>• Sound knowledge of football industry current standards and best practice.</li> <li>• Developed IT skills.</li> <li>• Experience in commercial partnership, sponsorship, marketing or sales management.</li> <li>• Ability to work flexible hours including nights/weekends and to work well in an autonomous environment.</li> <li>• An understanding of Australian Football networks in the Region and/or Country Victoria more generally.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Knowledge of AFL Victoria development participation programs.</li> <li>• Experience in the establishment of business and financial management systems.</li> <li>• Experience in facility development, management and local Council relations.</li> <li>• Understanding of the unique challenges confronting a high-profile sporting, entertainment (or similar) organisation.</li> </ul>
<p><b>Employment Screening</b></p>	<ul style="list-style-type: none"> <li>• Current Police Check (relevant to AFL Central Vic)</li> <li>• Current Working With Children Check</li> <li>• Current Victorian Drivers Licence with no restrictions</li> </ul>

*Note: This PD is subject to change as required and determined by AFL Victoria Ltd in consultation with the Region Commission.*