



AUSTRALIAN FOOTBALL LEAGUE (AFL) EUROPE POSITION DESCRIPTION

Position: Chief Executive Officer (CEO) - AFL Europe Department: AFL Europe		Date: February 2015 Location: Europe (London)	
Organisation Environment	<p>The Australian Football League (AFL) is Australia's premier sporting organisation supporting a constantly evolving national competition which has experienced rapid growth over the past 10 years.</p> <p>The AFL organisation is also responsible for growing and developing the game through international affiliates such as AFL Europe.</p>		
Objective of Role	<p>To deliver against the strategy of AFL Europe and assist members grow the sport of Australian Football in Europe.</p> <p>The CEO will act as a central point of contact for the AFL Europe Commission, Member and Affiliate Leagues and the Australian Football League (AFL), where appropriate.</p>		
Position Dimensions & Key Relationships	Reports to: AFL Europe Commission and indirectly through to the AFL via the General Manager Community Football Operations		No of Direct Reports: 7
	Titles of Direct Reports: <ul style="list-style-type: none"> • Talent Program Scouts (5 part time) • Full time Interns (2) 		Indirect Staff Reporting:
	Other Key Stakeholders: <ul style="list-style-type: none"> • AFL Europe Commission: Chair, 3 Corporate Commissioners & 3 Member Commissioners. • AFL Europe Full Members: Andorra, Catalonia, Croatia, Denmark, England, Finland, France, Germany, Iceland, Ireland, Italy, Netherlands, Scotland, Spain, Sweden & Czech Republic. • Affiliates: Norway, Austria, Wales, Russia & Portugal. • Developing Countries: Poland, Belgium, Hungary & Jersey • External: AFL, partners, sponsors, Government agencies, HRH (Patron) and other ambassadors. 		Financial Dimensions:



Key Accountabilities

Major Accountabilities

Member Services:

- Manage the business affairs of AFL Europe including generating additional revenue outcomes and viable investment allocations according to the agreed plan.
- Support league and club development initiatives and competitions to ensure the environment in which Australian Football is played is safe, inclusive and enjoyable.
- Assist and encourage the growth of the game at community level particularly amongst those from local European communities.
- Undertake the annual participation census.
- Assist member countries gain official recognition of Australian Football as a sport.
- Provide leadership and guidance for obtaining grants and funding.
- Assist affiliate leagues wishing to do so achieve full member status.
- Identify and ascertain commitment of developing countries, providing a pathway to affiliate status.
- Provide a pathway for coaches, umpires and players to participate at the highest level.
- Deliver outstanding AFL Europe events annually.
- Grow capacity of member countries through leadership, training and support.
- Coordinate regular umpiring and coaching accreditation and updates.
- Facilitate knowledge exchange with members.

Marketing:

- Manage communications and generate content on website, social media and e-newsletters.
- Investigate broadcast opportunities Europe wide to grow exposure and potential revenue.
- Maintain relationship with Patron Prince Charles office and maximise publicity opportunities that may present themselves.
- Ensure consistent and professional approach and presentation of AFL Europe and subsidiary branding.

Commercial:

- Strive to deliver growth in commercial revenue to supplement AFL funding.
- Identify and develop commercial properties to offer prospective or existing support partners.
- Create new and sustainable revenue streams.
- Protect corporate brand and uses.
- Approach corporate partners/sponsors with particular focus on supporting marquee events.
- Provide collective purchasing opportunities for equipment, clothing and other commonly sourced items.
- Update and refresh partnership proposals as required.

Business Operations:

- Liaise with key stakeholders and other appropriate bodies in the best interests of AFL Europe.
- Establish and liaise with sub-commissions where required.
- Report to the AFL Europe Commission at bi-monthly meetings.
- Coordinate and deliver AFL Europe AGM.
- Maintain a centralised library of resources, to include coaching and umpiring manuals and accreditation materials, match and tribunal management instructions, etc. Develop templates which can be easily adapted by members.
- Prepare and manage the annual budget process.
- Allocate funds to members through various Grants programs.
- Implement the current agreed strategy of the AFL Europe Commission.
- Recruit, supervise and prioritise workload of all staff both onsite and offsite.
- Ensure AFL Europe is adequately insured and meets all required business compliance matters.

Talent:

- Work closely with the AFL Talent Department staff in Australia including those from the AFL and AFL Clubs that travel to Europe from time to time.
- Manage the AFL Europe Talent Program specifically scouting staff in Ireland and the annual Combine (testing).
- Expand Talent ID to include specific areas of continental Europe (as required).
- Facilitate player placements into football clubs in Australia for interested and suitable European players.



Key Selection Criteria	Key Competencies (skills & knowledge): <ul style="list-style-type: none">• Strategic thinking & planning• Business acumen• Self starter/motivated• Results and performance driven• Customer/Client centric• Personal effectiveness• Resourceful and ability to delegate• Culturally sensitive• Relationship building / stakeholder management
	Experience & Qualifications: Mandatory: <ul style="list-style-type: none">• Graduate education in sports business, marketing or related discipline or equivalent experience• At least 3 years' experience managing a similar size business or department including people leadership• Knowledge of and experience in the management of sports participation or community programs, and an understanding of current trends and strategies• Proven strategic planning and implementation capabilities; commercial business development skills; and leadership qualities• Energy, drive, enthusiasm and self-motivation coupled with a strong work ethic and "can do" approach• Ability to innovate, challenge convention and manage change• Highly developed communication and interpersonal skills, especially negotiation• Proven financial management and accountability• Operational and administrative management experience and attributes• Obtainable work rights for EU/UK for minimum 5 years• Fluent in English Desirable: <ul style="list-style-type: none">• Ability to undertake frequent travel• Fluency in one or more European languages• Specific experience in Australia football network or large community based sporting or other organisation• Experience in dealing with government bodies• Strong empathy, passion and understanding of Australian Football at all levels