



**AUSTRALIAN FOOTBALL LEAGUE (AFL) EUROPE  
POSITION DESCRIPTION**

<b>Position: Chief Executive Officer (CEO) - AFL Europe</b>		<b>Date: April 2015</b>	
<b>Department: AFL Europe</b>		<b>Location: Europe (London)</b>	
<b>Organisation Environment</b>	<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>AFL Europe are the governing body of the sport of Australian Football in Europe.</p>		
<b>Objective of Role</b>	<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>		
<b>Position Dimensions &amp; Key Relationships</b>	<b>Reports to:</b> AFL Europe Commission and indirectly through to the AFL via the General Manager Community Football Operations		<b>No of Direct Reports: 7</b>
	<b>Titles of Direct Reports:</b> <ul style="list-style-type: none"> <li>• Talent Program Scouts (5 part time)</li> <li>• Full time Interns (2)</li> </ul>		<b>Indirect Staff Reporting: 0</b>
	<b>Other Key Stakeholders:</b> <ul style="list-style-type: none"> <li>• <b>AFL Europe Commission:</b> Chair, 3 Corporate Commissioners &amp; 3 Member Commissioners.</li> <li>• <b>AFL Europe Full Members:</b> Andorra, Catalonia, Croatia, Denmark, England, Finland, France, Germany, Iceland, Ireland, Italy, Netherlands, Scotland, Spain, Sweden &amp; Czech Republic.</li> <li>• <b>Affiliates:</b> Norway, Austria, Wales, Russia &amp; Portugal.</li> <li>• <b>Developing Countries:</b> Poland, Belgium, Hungary &amp; Jersey</li> <li>• <b>External:</b> AFL, partners, sponsors, Government agencies, HRH (Patron) and other ambassadors.</li> </ul>		<b>Financial Dimensions:</b>



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.



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