



## CALL FOR EXPRESSION OF INTEREST COMMITTEE MEMBER POSITIONS ESSENDON WOMEN'S NETWORK

### **About the EWN:**

The Essendon Women's Network (EWN) is a non-match day coterie group which supports the women of Essendon, raises funds for the Club and is aligned to the Club's vision and values. Established in 1997, the EWN is regarded as the most successful women's group within the AFL and is celebrating its 21<sup>st</sup> Anniversary in 2018.

EWN provides membership to a diverse group who may not get the opportunity to attend games however, are football enthusiasts who enjoy meeting a wide range of women.

The current membership count of the EWN is 205.

### **What We Do:**

The EWN is engaged, aligned and committed to supporting the Club to reach its strategic objectives. Currently the Club is reviewing its female member's engagement plans, and the EWN is participating with the Club to ensure inclusion of all women throughout our community.

Our major fundraising event is the Grand Final Comedy Debate each year during grand final week proudly supported by the AFL. This event highlights amazing women who continually contribute to our game of Australian Rules Football, and the Football Woman of the Year Award is announced coupled with a comedy debate that is uniquely focused on football.

Throughout the year there are additional events which are tailored to the EWN membership base which are interactive such as the Coterie's BBQ – Meet players/ coaches, and a Business Networking Lunch.

The EWN committee consists of a group of professional women who want to ensure that all women are included, heard and feel proud to be a member of the EFC. There are currently 7 members and two vacancies are to be filled. Like many voluntary roles, membership of the EWN committee requires a commitment in terms of time and support provided, particularly in the lead up to major events, and includes things such as Minute taking at meetings, being available to set up events etc.

### **Objectives of the Committee:**

- Have a commitment to EFC and EWN's values and objectives
- Attend meetings
- Use personal and business networks in the best interests of the EWN to seek out sponsorship and to increase membership numbers
- Attend and support all EWN events
- Participate in discussions and decision making processes in the best interests of the EWN and EFC
- Undertake work and special tasks as agreed to in meetings



**Commitment:**

- Communications are predominately via email, but approximately 12 committee meetings are held per year at which attendance is required
  - prospective committee members **MUST** be able to commit to attend at least 80% of committee meetings during the year as required by the EWN Constitution.
- A strong commitment is also required regarding attendance at EWN events (usually 3 per year) and whenever possible attendance at EFC Club events such as Season Launch and Crichton Medal
- Committee members must provide hands-on support at EWN events and in the organising stages leading up to events, which requires a time commitment outside of attendance at Committee meetings.
- Sub-Committee responsibilities in either communications, sales and events, sponsorship and fundraising, or administration which require additional hours leading up to events
- Membership drive days – one per year held at the Club
- Term – 3 years and eligible to seek reappointment

**Positions Available:**

- 2 x Committee members

**Eligibility & Required Documents:**

An EWN Committee member must be able to demonstrate competencies in the majority of the three areas of: knowledge, skills and personal attributes for eligibility. This role has a strong fund raising /promotional focus, with the objective of achieving maximum event attendance numbers through personal and business networks, as well as increasing membership numbers. We also welcome prospective members with a corporate interest but emphasise that this is a hands on role, requiring genuine commitment to doing all tasks necessary and sharing workload.

\*mandatory

<b>Knowledge competencies</b>	<ul style="list-style-type: none"> <li>▪ <b><u>Must hold a current EWN and/or EFC membership*</u></b>;</li> <li>▪ Prior committee experience of working in either fundraising/ events/ sponsorship/marketing capacity within a sporting club/corporate/education/not for profit organisation will be ideal but not compulsory;</li> <li>▪ Good knowledge of communications, written/oral (for phone work);</li> <li>▪ Good knowledge of social media sites (Facebook, etc.),</li> <li>▪ Basic knowledge of MS Office for production of minutes/correspondence.</li> </ul>
<b>Skills competencies</b>	<ul style="list-style-type: none"> <li>▪ Persuasive writing: Write persuasive editorial copy under tight deadline pressure – Facebook/website copy for Club;</li> <li>▪ Presentation: Prepare and deliver informal presentations to targeted sponsors with assistance of a EFC representative;</li> <li>▪ Negotiation: Use negotiation techniques to achieve an outcome;</li> <li>▪ Sponsorship/membership engagement: Communicate clearly with targeted audience;</li> <li>▪ Creativity: Produce original ideas;</li> <li>▪ Member insights (in conjunction with EFC representative): Understand, research, analyse and draw conclusions about the attitudes and behaviour of the membership group for the purpose of attraction and sustainability;</li> <li>▪ Events planning/organising/set up;</li> <li>▪ Communications strategy: Assist in the planning of communications</li> </ul>



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strategies for membership growth;

- Stakeholder management: Establish and meet expectations of selected stakeholders via events.

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**Personal competencies**

- Has a good understanding of the Club, its values and culture;
  - Supports fellow committee members and EFC staff;
  - Acts as an advocate for the Club, the EWN and EWN Committee;
  - Has good contacts and networks;
  - Teamwork: Can work constructively in a team environment;
  - Initiative and enterprise: Thinks about the bigger picture and the future of the EWN and develop improvements;
  - Planning and organising: Organises, priorities, plan project timelines and meet deadlines;
  - Self-management: Meets individual deadlines and be able to delegate tasks to make sure things get done on time.
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**Process:**

You will need to complete an Expression of Interest form (attached below) and your application must have one Referee to endorse you if shortlisted. Expressions of interest must be addressed to the Chair of the EWN, Karen Cusack and emailed to Kelli Hughes at [kelli@peopleinpractice.com.au](mailto:kelli@peopleinpractice.com.au) by Tuesday 12<sup>th</sup> December, 2017. Nominees who meet the criteria will be invited to meet with the EWN selection committee for an informal discussion after the 13<sup>th</sup> December, and the successful candidate will be notified by the Chair by the 5<sup>th</sup> January, 2018.

*Please note: Expressions of interest for these roles are not a guarantee of shortlisting.*





<p>Name of organisation/s and position held:</p>	
<p>Current committee memberships:</p>	
<p>Name of committee and position held:</p>	
<p>Education and professional qualifications: (200 words)</p>	
<p>Demonstrated relevant skills and experience: (250-500) words. <i>Please refer to competencies section and provide information about how your skills and experience match those required by the committee.</i></p>	



Any other attributes you would bring to the Committee? (200 words)	
<b>REFEREE (Endorsee)*</b>	
Referee 1: Name	
Relationship to applicant	
Phone	
Email	

*\*Referees will be contacted for shortlisted applicants.*