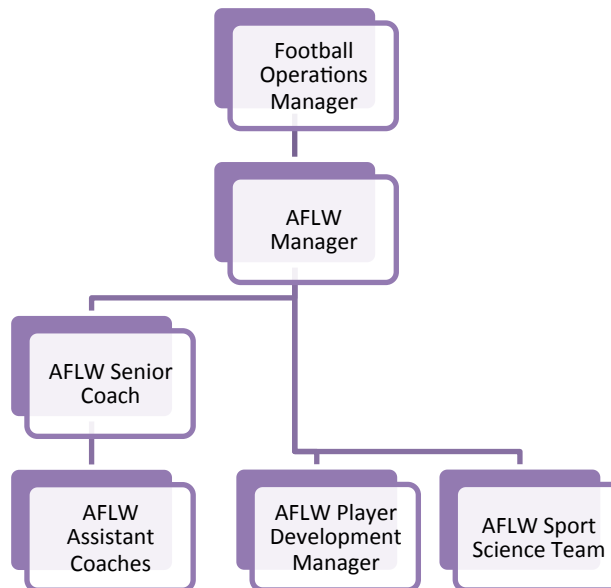




FREMANTLE DOCKERS POSITION DESCRIPTION

POSITION TITLE	AFLW Senior Coach
DEPARTMENT	AFLW
DIVISION	Football Operations

REPORTING RELATIONSHIP



POSITION PURPOSE

Position's primary responsibility and purpose within the organisation

To coach the Fremantle Dockers AFLW team on and off the field to a standard of excellence in line with the onfield football strategy and the trademark values of the club.

KEY RESPONSIBILITY AREAS (KRAs)

The Key Responsibility Areas (KRAs) of the position are broad areas that the position has responsibility for but are not duties, activities or "things done" to deliver finished or finalised work.

KRA 1	<ul style="list-style-type: none">Leadership
KRA 2	<ul style="list-style-type: none">Strategy and game plan
KRA 3	<ul style="list-style-type: none">Team selection
KRA 4	<ul style="list-style-type: none">Football program implementation
KRA 5	<ul style="list-style-type: none">Media engagements and attendance at club events

POSITION DESCRIPTION

POSITION ACCOUNTABILITIES

Accountabilities relate directly to the position's KRAs and are statements of the broad areas of responsibility that apply to the position. Accountabilities focus on the position not the incumbent, direct the incumbent as to what is required to fulfil the responsibility, communicate the degree of ownership possessed by the incumbent, reflect the degree of control or impact the incumbent should have in order to deliver a KRA and how could the KRA be delivered.

KRA No	Accountabilities	
1	Leadership	
	1.1	In conjunction with Leadership Consultant, establish an AFLW team trademark, standards and protocols that fit with the trademark of the Fremantle Football Club
	1.2	Ensure a shared understanding and adoption of the trademark by all players and team management.
	1.3	Foster an environment of effective communication where feedback is openly given and received from playing group, leadership group and coaching group
	1.4	Demonstrate personal credibility and integrity upholding the AFLW trademark at all times.
2	Strategy and game plan	
	2.1	In conjunction with AFLW Coaching team, develop and implement the team's onfield football strategy / game plan.
	2.2	Develop a game plan that provides opportunities for each player to learn all possible roles and structures they may fill individually and in a team environment.
	2.3	Plan and run team trainings that relate to individual, team and match preparation.
	2.4	In conjunction with AFLW Coaching Team, implement clear action plans for players and monitor and track performance and improvement.
3	Team selection	
	3.1	Monitor and assess the performance of players and develop a selection plan with clear player selection criteria in conjunction with the AFLW Coaching staff.
	3.2	Conduct clear preview and review sessions with staff and players.
4	Football program implementation	
	4.1	Develop and demonstrate strong communication with key staff and departments of the football program.
	4.2	In conjunction with the AFLW Manager, introduce strong protocols and policies for reporting and sharing information.
	4.3	In conjunction with AFLW Manager, Sport Science Manager and AFLW Player Development Manager, coordinate a holistic football program involving team performance, preparation and off field expectations.
	4.4	Build and maintain strong working relationships with the AFLW Team and Team Management and AFL team management and club administrators.
5	Media engagements and attendance at club events	
	5.1	Be available and responsible to media requirements under the direction of the club GM Media and Communications.
	5.2	Adhere to the club Media Policy at all times.
	5.3	Represent the club at sponsor and club events as required.

POSITION DESCRIPTION

POSITION KNOWLEDGE, ABILITY AND SKILLS (Competencies)

Minimum of Level 2 AFL Coaching Accreditation with commitment to continuing to Level 3 Accreditation.

Demonstrated coaching experience including the implementation of a successful game plan.

Previous success in a high performance environment including working to develop and maintain a values based culture.

Demonstrated exceptional communication, leadership and people management skills

Knowledge of the modern AFL game both AFL and AFLW.

Demonstrated ability to develop and support footballers both on and off the field

Proven ability to work effectively as part of a hard-working and dedicated team

Willingness and ability to travel interstate as required.

WORKING RELATIONSHIPS

Internal

AFL Head Coach	<input checked="" type="checkbox"/>
Playing Group	<input checked="" type="checkbox"/>
AFLW Football Department employees	<input checked="" type="checkbox"/>
AFL Football Department employees	<input checked="" type="checkbox"/>
Media & Communications	<input checked="" type="checkbox"/>
Human Resources	<input checked="" type="checkbox"/>
Business Operations	<input checked="" type="checkbox"/>
Commercial Partners	<input checked="" type="checkbox"/>

External

Key Clients	<input checked="" type="checkbox"/>
External Agencies	<input checked="" type="checkbox"/>
AFL	<input checked="" type="checkbox"/>
AFLPA	<input checked="" type="checkbox"/>
WAFC	<input checked="" type="checkbox"/>

EMPLOYMENT POLICIES

The conditions outlined within Fremantle Dockers Human Resources and Employment Policies and your individual letter of employment, shall apply at all times.

HOURS OF WORK

This position will involve work outside normal business hours including match days and weekends and interstate travel.

CERTIFICATION

The details contained in this document are an accurate statement of the position's responsibilities and requirements.

General Manager Football Operations

Signature

Date

Nicole Horrocks

General Manager Human Resources

Signature

Date