



WEST ADELAIDE FOOTBALL CLUB

POSITION DESCRIPTION

SANFLW COACH

Position Objective

To contribute to the success of the West Adelaide Football Club through alignment and development of the Football strategic pillar. The SANFLW Coach will be directly responsible for the Club's SANFLW coaching strategy and contribute to the entire Coaching Department. The SANFLW Coach will also assist with the other strategic pillars of People, Assets, Commercial, Finance and Community.

Responsible to: Chief Executive Officer

Responsible for:

- Developing Club's SANFLW coaching strategy
- Overall coaching of players and coaching staff and implement the game plan effectively
- Developing a culture of success with shared values
- Relationship Management
- SANFLW List Management
- Promoting the Club and its brand

Key Stakeholder

Internal

- Chief Executive Officer
- Players
- Coaching Department
- Medical & Conditioning Departments
- Football Operations Manager
- Commercial Department
- Venue Manager
- Board

External

- Members and fans
- Sponsors
- SANFL
- SANFL Clubs
- AFL Clubs
- Media outlets
- Community stakeholders

Football and Coaching Strategy

Key Tasks

- Responsible for leading the development and implementation of the Club's SANFLW Football & Coaching Strategy.
- Develop and implement game plan capable of winning SANFLW Premierships.
- Manage the Coaching Program via effective implementation of;
 - Match Day program
 - Match Committee
 - Match reviews
 - Player & Coach development
- Lead and manage initiatives that result in the effective list management of all senior listed players
 - Football Committee
 - Recruiting Committee
 - Oversee analysis
- Assist with Talent Development programs to ensure correct identification and development is occurring within WAFC zones.
 - Work with the Talent Manager to ensure our talent pathways are providing senior listed players capable of league football at the highest level.
 - Assist with the conduct and implementation of coaching programs with affiliated leagues.

Key Performance Indicators

- On Field performance
 - Win/Loss
 - Finals
- Game plan development.
 - Recognisable and effective communication of the game plan
- Peer review & observation.
- Performance in relation to strategic pillars.
- Number of games played by individual players.
- Percentage of zone based players on the Senior List.

Relationship Management

Key Tasks

- Develop high level and productive relationships with
 - Players
 - Coaching Department
 - CEO & Board
 - Football and Talent Managers
 - Affiliate Clubs
 - SANFL
 - Commercial team
 - Commercial Partners
 - Members
- Demonstrate a deep understanding of others via regular communication and open conversations.
- Plan and organise meetings that are focused, outcome driven and effective for players and coaches.

Key Performance Indicators

- Peer review at the completion of each season.
- Clear identification and measurement of the factors of success for individuals and groups within the Club.

Develop a Culture of Success with Shared Values

Key Tasks

- Provide a framework to build a strong culture & discipline based on the shared values of the Club.
- Promote the centres of influence within the Club to impact success.
- Unite the Club through the shared values to identify and achieve a set of common goals.
- Implement a continuous improvement philosophy to ensure that the Club is ahead of the competition.
- Provide consistent and honest feedback sessions to individuals and groups within the club.

Key Performance Indicators

- Positive win/loss percentage.
- Peer review and feedback

Promote the Club and its Brand

Key Tasks

- Be the face of the club as directed by CEO or Board in relation to communicating with commercial partners, members and fans of the Club.
- Assist with the communication plan across all channels including digital, social and PR.
- Assist with the Clubs community programs and initiatives as directed.

Key Performance Indicators

- Increased sponsorship revenues.
- Increased Membership and Community revenues.
- Growth in Membership numbers.
- Growth in attendance numbers.

Work Health and Safety

Key Tasks

- To ensure standards are met.

Key Performance Indicators

- No workplace injuries

Review Process

- Annual Review in April
- Performance will also be reviewed in line with the stated KEY TASKS and KPI on a monthly basis

Person Specification

- Comprehensive knowledge of Australia rules football and coaching including the identification of trends in the game and/or other like elite sports with regard to innovation, best practice and general development
- Leadership and advanced organising capabilities.
- Commercial acumen

Skills Abilities

- High level of coaching and technical skills aptitude.
- Ability to lead, coach, mentor and motivate others.
- High level of communication skills
- Public presentation skills are essential
- Ability to plan, organise and manage time efficiently
- Advanced computer application skills

Personal Attributes

- Self-starting and self-reliant
- Self-belief and confidence
- Resilience and stress tolerance
- Approachable and consistent
- Strong work ethic and strong values
- Flexible and adaptable
- Goal-orientated
- High level of initiative and intelligence
- Exceptional communicator, teacher and motivator
- Professional personal appearance
- Open & Honest
- Balanced perspective.