



POSITION DESCRIPTION – CHIEF EXECUTIVE OFFICER

POSITION SUMMARY:

Position Title:	Chief Executive Officer
Employer:	Western Region Football League Inc. (WRFL)
Reports To:	WRFL Board, through close liaison with President.
Manages (direct reports):	General Manager Football Operations Football Operations & Club Development Manager Media & Communications Manager Customer Service & Events Coordinator Administration Officer (part-time) Marketing Consultant (contract)
External Relationships:	AFL Football Victoria Western Bulldogs Football Club Williamstown & Werribee Football Clubs Western Jets (TAC) Key Local and State Government Agencies Local and State Media
Location:	The WRFL office is located in leased space at Whitten Oval, 417 Barkly Street, West Footscray.



Position Overview:

The WRFL Board is seeking a Chief Executive Officer who leads with integrity; has an empathy for community football and knowledge of the structure of the game in Victoria; and has the ability to continue the growth and sound administration of the League through delivery of strategic objectives.

The Western Region Football League has undergone a period of significant change in recent years –change to an independent governance structure; major increase in commercial partnership revenues; formation of new clubs; and a focus on customer service are amongst the many changes in recent times. The League has developed and adopted a strategic plan to clearly guide its way forward.

As Chief Executive Officer you will be responsible for building the WRFL business, ensuring its future development and success through a range of commercial, sport and participatory objectives. Above all, you will bring a strong customer service focus to managing the League in the common interest of member clubs. To be considered for this role you will need to be a contemporary and professional business manager with leadership, energy, vision and integrity. You will have the skills to navigate through complex issues in prioritising, managing and delivering outcomes to achieve the strategic objectives of the League. You will be an inspirational manager with the ability to lead the strategic development of the WRFL's professional staff, officials, member clubs and the wider community.

Key Duties:

Management:

Assume overall responsibility for management of the day to day operations of the WRFL; provide leadership and direction to the staff, officials and member clubs of the League.

Revenue:

Develop stable, diverse revenue streams to underpin the delivery of the WRFL's programs, services and activities. A particular focus of the role will be the maintenance of existing and generation of new sponsorship opportunities; strategic growth of merchandise sales; and identification of additional, complementary revenue streams to support the League's operations. The League has a current annual turnover of approximately \$2.3 million and budgets for minimal surpluses. The challenge going forward is to secure reliable annual surpluses to strengthen the balance sheet position.

Planning and Policy:

Initiate, develop, contribute to and implement strategy and policy matters in conjunction with the WRFL Board.

Financial:

Manage the league's day-to-day financial operations, including budget development and reporting, in a transparent, efficient and statutorily compliant way. Manage operational expenses within budget.



Representations & Relationships:

Provide effective and active representation of the WRFL at all levels; develop and enhance the League's relationships with stakeholders including member clubs, AFL Victoria and state and local government agencies.

Promotion, Marketing & Communication:

Through coordination with the Media & Communications Manager, other WRFL staff, media organisations and club officials, ensure optimal promotion of activities, services and programs of the WRFL.

Event Management:

Through the Customer Service & Events Coordinator and other appropriate staff, ensure that all events such as football finals, presentation dinners and social functions are planned and conducted efficiently, within budgets and in a manner to enhance the League's image and reputation.

Competitions & Game Development:

Through the General Manager Football Operations and other appropriate staff, ensure that competitions and related programs are planned and delivered effectively; and that appropriate training & development programs are delivered for member clubs, players, officials and the general community through the Club Development Manager.



Attributes:

Candidates for the position of the Chief Executive Officer will require most or all of the following:

- a range of personal and professional skills, as well as having substantial experience in the management of a complex organisation / business;
- strong, effective leadership skills with the ability to inspire others to achieve the business and social objectives of the League.
- ability to both identify and harness the relevant skills and knowledge of staff, officials, volunteers and other stakeholders for the benefit of the WRFL as a whole;
- superior presentation and communication skills and the ability to act as the public figurehead of the WRFL.
- ability to relate to people at all levels (from large corporate organisations through to local government, community groups, member clubs and individuals) and the capacity to achieve high level credibility with stakeholders;
- familiarity with contemporary business practices, with the capacity to think, plan and prioritise at the strategic level; and to grow an organisation through steady and continuous improvement against agreed performance objectives.
- capacity to identify commercial opportunities and deliver stable and diverse revenue streams with minimal risk;
- solid financial acumen, including the capacity to develop annual budgets and to interpret and report on financial accounts;
- experience managing a staff team through a period of change;
- ability to be proactive and appropriately assertive in situations of personal or organisational debate and conflict.



Key Selection Criteria:

Applicants must demonstrate experience and skills in the following areas:

- ability to manage, liaise with and build strong relationships with clubs, associations, volunteers, community groups and football bodies;
- experience in managing and mentoring staff, an ability to manage an office and a clear understanding the relevant laws in these areas;
- experience in business related activities including analysis of financial statements, marketing, sponsorship and Board related activities (including secretarial functions);
- ability to communicate clearly, manage priorities, set goals and implement strategies;
- ability to work with the media and develop the profile of the WRFL;
- fundamental understanding of community football, its structure, challenges and goals.

Appointment Period and Conditions:

The initial (contract) appointment period for the Chief Executive Officer position shall be for two years. Appointment will be confirmed following satisfactory completion of a three (3) month probationary period. A remuneration package will be negotiated with the successful candidate.