



AUSTRALIAN FOOTBALL LEAGUE
POSITION DESCRIPTION

Position: Regional Manager Location: Europe	Date: February 2010																
Overview of Role	To carry out the needs of the European Australian Football (EAFA) Commission in order to raise awareness of Australian Football leading to its development and growth in Europe. The Regional Manager will act as a central point of contact for the EAFA Commission, Member and Affiliate leagues and the Australian Football League (AFL), where appropriate.																
Key Relationships	<p><u>Reports to:</u></p> <ul style="list-style-type: none"> • European Australian Football Association Commission <p><u>Key Stakeholders</u></p> <p><i>EAFA Commission</i></p> <ul style="list-style-type: none"> • Chairman • 3 Corporate Commissioners • 3 Member Commissioners <p><i>EAFA Members, Affiliates and Developing Countries</i></p> <p>Members</p> <table border="0" style="width: 100%;"> <tr> <td>• Andorra</td> <td>Catalona</td> <td>Croatia</td> <td>Denmark</td> </tr> <tr> <td>• England</td> <td>Finland</td> <td>France</td> <td>Germany</td> </tr> <tr> <td>• Iceland</td> <td>Ireland</td> <td>Italy</td> <td>Netherlands</td> </tr> <tr> <td>• Scotland</td> <td>Spain</td> <td>Sweden</td> <td>Wales</td> </tr> </table> <p>Affiliates</p> <ul style="list-style-type: none"> • Norway • Austria <p>Developing Countries</p> <ul style="list-style-type: none"> • TBD <p><i>External</i></p> <ul style="list-style-type: none"> • <i>Australian Football League</i> • <i>Sponsors of marquee events</i> 	• Andorra	Catalona	Croatia	Denmark	• England	Finland	France	Germany	• Iceland	Ireland	Italy	Netherlands	• Scotland	Spain	Sweden	Wales
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	<p>Development</p> <ul style="list-style-type: none">• Assist member countries gain official recognition of Australian Football as a sport• Provide guidance for obtaining grants and funding• Audit member leagues to ensure compliance with the EAFA constitution pursuant to membership requirements (to include initial audit)• Establish needs of member countries• 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
	<p>Events/Calendar</p> <ul style="list-style-type: none">• Coordinate European events calendar, to include marquee events and accommodate member league requests• Communicate club and league availability with members and affiliates for 'friendly' fixtures• Liaise with event managers and sub-commissions• Identify and coordinate other activities
	<p>Internal Communication</p> <ul style="list-style-type: none">• Liaise with key stakeholders and other appropriate bodies• Establish and liaise with sub-commissions, to include Legal; Events; and Rules & Regulations• Take responsibility for all sub-commissions• Report to the EAFA Commission on sub-commissions
	<p>Knowledge Management and Resources</p> <ul style="list-style-type: none">• 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• Coordinate regular umpiring and coaching accreditation and updates• Provide collective purchasing for equipment, clothing and other commonly sourced items• Facilitate knowledge exchange with members• Obtain information on local practices and procedures, guiding members and affiliates to adapt to common standards

Branding, Marketing and Sponsorship

- Develop corporate branding in harmony with existing AFL branding
- Register trademarks for EAFA's Intellectual Property
- Approach corporate sponsors with particular focus on marquee events
- Develop and maintain EAFA website, to include public and private access
- Coordinate media policy and response to extraordinary events
- Liaise with local terrestrial television providers to introduce or increase delivery of (freely) available AFL highlights packages

Budget and Strategy

- Prepare and manage budget
- Allocate funds to members
- Set and implement three year strategy

Reporting and Administration

- Provide sub-commission progress reports to EAFA Commission
- Prepare reports for the AFL Commission
- Utilise a system to track matters in progress to ensure that deadlines are met and stakeholders are kept informed of status.
- Report on progress of sub-commissions and make recommendations on how to assist underperforming sub-commissions
- Achieve agreed Key Performance Indicators (KPIs)

Staff

- Recruit, supervise and prioritise workload of a support team
- Establish roles and obligations of each team member, provide instruction and give feedback

Translations

- Arrange for translations as required, using internal or external resources as directed by the EAFA Commission

Key Selection Criteria

Mandatory

Character

- Articulate
- Professional, credible
- Well organised
- Attention to detail
- Able to prioritise, delegate and is resourceful
- Adaptable and flexible
- Strong team ethic
- Mature and positive
- Able to work to deadlines and under pressure
- Culturally sensitive, diplomatic
- Has a passion for Australian Football

Languages

- English

Practical Experience

- At least 5 years experience in the administration and/or development of an Australian Football League
- Excellent diplomatic skills

Office Skills

- Microsoft Office applications (competent)
- Research tools

Other Skills

- Commercially aware

Desirable

Character

- Embodies EAFA Core Values:
- Respect
- Structure
- Unity
- Education
- Commitment
- Leadership
- European passport holder

Education

- Sports Management Qualifications

Languages

- Fluency in one or more European languages

Practical Experience

- European experience
- Supervision of staff
- Budgetary accountability

Office Skills

- Experience administering databases

Other Skills

- Ability to undertake frequent travel



EFAFA Commission

1 Chairman
3 Corporate Commissioners
3 Member Commissioners

**Regional
Manager**

Member and Affiliate Leagues