



## National Development Officer

### 12-month fixed contract

AFL Masters is looking for a National Development Officer to initially lead the rollout of an exciting new program to increase the participation rate of women playing Masters Australian Football across Australia.

The National Development Officer is a part-time role for an initial 12-month period and the successful applicant can be situated anywhere in Australia. Pending the successful receipt of further funding, the fixed term 12-month contract could be extended in the future and the role extended to increase participation across all areas of AFL Masters. It is expected that the role will require travel throughout the country.

*Footy Ladies* is a five-stage national program that AFL Masters has developed – from grassroots to international - aimed to encourage participation for middle-aged/older women (35 and over) in Australian Football. The objective of the project is to provide playing opportunities that are inclusive, fun, safe and provide a sense of belonging to participants. It will provide a cost-attractive option for those seeking either physical fitness or social interaction amongst aged-peers, and those wishing to join the next generation of coaches.

This exciting role is required to help position our organisation for significant growth and ensure long-term sustainability as we surge forward in our mission to promote, advance and co-ordinate Masters football in Australia. Our goals include creating a strong sense of community amongst our members and improving the personal health and wellbeing of participants through sport.

The National Development Officer will report to the National General Manager while also liaising with the various State & Territory AFL Masters bodies. This role will also carry the responsibility of managing the entire Development team comprised of nine State/Territory Development Officers situated throughout Australia.

#### CORE RESPONSIBILITIES

- Ensure the development and smooth execution of a National Curriculum for the *Footy Ladies* project throughout Australia
- Manage the State/Territory Development team as they grow participation in AFL Masters in their respective regions
- Curate marketing assets that will assist in the recruitment of females to participate in AFL Masters
- Plan and contribute to strategic documents
- Contribute to and execute a media strategy to create awareness of AFL Masters
- Actively seek and build new relationships with major supporters through prospecting activities to grow the supporter base in number and revenue
- Establish contacts among key networks and our target groups
- Provide professional mentorship, advice, support and guidance to the team to ensure their development and lead with industry knowledge.

#### YOUR SKILLS AND ATTRIBUTES

- Commitment to the core values and aims of AFL Masters
- Cultural fit with the team and an understanding and appreciation of *Footy for Fun*
- Demonstrated experience in curriculum development, marketing curation and media
- Excellent organisational and administrative abilities – ability to organise, multi-task and prioritise to ensure key responsibilities are completed and deadlines met
- Flexible and adaptable to change, thrives under pressure



- Excellent interpersonal and stakeholder management skills and ability to manage competing expectations and needs within a diverse team
- High standards of execution and ability to follow and develop efficient processes
- Previous experience managing staff and building successful team environments across multiple regions
- Hold - or be willing to hold - an AFL Coaching Accreditation
- A high level of knowledge of AFL, AFLW and AFL Masters is desirable

Participant safety has always been paramount at AFL Masters during all our competitions and activities as best demonstrated by our modified rules of play and our motto of *Footy for Fun*. Although the role can be largely conducted at home, it will involve travel throughout Australia and in direct contact with a large number of mature-aged participants and key stakeholders. Accordingly, it is highly recommended that the successful candidate be fully vaccinated to protect our participants and able to travel to States and Territories throughout Australia.

This role would suit a candidate with a love of sport, educating/coaching/developing participants with experience, preferably in management, marketing, relationship management or prospect development. Previous experience in AFL Masters would be an asset. Ability to meet frequent interstate travel requirements and local health directives is essential.

Remuneration will be \$26,000 (plus super) for the 12-month contract, paid monthly in arrears.

If you would like to join and lead a dynamic team as we embark on our next chapter and break new ground, having a greater impact than ever before then please send your application to the AFL Masters General Manager [generalmanager@aflmasters.com.au](mailto:generalmanager@aflmasters.com.au) by 22 February 2022 and should include a) your CV and b) your covering letter explaining how you meet the following selection criteria:

1. Liaison – a track record of effective relationship/s with a governing body
2. Growing the sport – skills, experience and past achievements that you would use to increase the participation of women in AFL Masters
3. Curriculum development – ability to create and rollout a program to educate
4. Marketing – skills and experience you have to curate (i.e. select, organise, and present) content and materials for promoting AFL Masters for women
5. Management of staff and volunteers – experience in managing people and building successful team environments (across multiple locations is desirable but not essential)
6. Knowledge of AFL, AFLW and AFL Masters