

WEST ADELAIDE FOOTBALL CLUB



POSITION DESCRIPTION

Role:	Womens Senior Coach		
Engagement:	Part-Time 12-month contract (0.3 equivalent)		
Objectives	Our Purpose: ‘We are dedicated to the unity, pride and exhilaration our community will enjoy from experiencing inspiring, entertaining football and social connection’ The SANFLW Coach will be directly responsible for the Club’s SANFLW Football program, coaching the league team, developing a modern Game Style, Coaching Strategy and contribute to the entire coaching department including the U18 and junior girls programs Responsible for: • Developing Club’s SANFLW coaching strategy • Overall coaching of players and coaching staff and implementing game plan effectively • Developing a professional culture within the current club values • Contributing to a High Performance Program that is the benchmark of the league • Relationship Management • SANFLW List Management • Promoting the Club and its brand		
Key Relationships/Interactions			
Reports to: Chief Executive Officer			
Internal		External	
• Board • Chief Executive Officer • Female Football Manager • Coaching Department • Players • High Performance Manager • Medical & Support Team • Media & Communications Department • Corporate & Stakeholders Department • Venue Manager		• Members and fans • Sponsors • SANFL • SANFLW Clubs • AFL Clubs • Media outlets • Local Clubs • Community stakeholders	

Key Areas of Responsibility

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 finals and SANFLW Premierships
- Manage the Coaching Program via effective implementation of;
 - Match Day program
 - Match Committee
 - Match reviews
 - Player & Coach development
- Lead and participate in initiatives that result in the effective list management of all senior listed players
 - Football Committee
 - Recruiting Committee
- Assist with Talent Development programs to ensure correct identification and development is occurring within WAFC zones
- Work with the Female Football Manager & Academy Coordinator to ensure our talent pathways are providing opportunity for players to develop for senior women's football
- Assist with the conduct and implementation of coaching programs with affiliated leagues
- Working in conjunction with the club's High Performance Manager to ensure a High Performance Athlete environment

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

Develop a Culture within the current club values

- Demonstrating this through behaviours and principles

Prepare and publish a balanced program to address the procedures that will enhance

- The player's personal Technical Skills
- The player's Game Sense (technical skill performance and decision making)
- The player's personal Physiological & Psychological well-being within a team in a high-performance environment

Planning and implementing training

- Preparation, communication & implementation of training
- Ensure the program reflects an appropriate lifestyle balance
- Individual player development & education
- Team education
- Team strategies & team rules

Match day operations / functions

- Delivering game day plan
- Team strategies & team rules implemented
- Ensure appropriate roles/structures are in place for assistant coaches
- Ensure the style of game played reflects an overall club theme & is progressive with the modern game

Information and communication management

- Provide player verbal and/or written feedback
- Appropriate instructions to players at training, pre, during & post matches
- Deliver video analysis post-match. (when available)

Talent identification / selection

- Liaise with senior coaching staff
- Conduct weekly selection meeting
- Regular list management meetings

Human resource management

- Assist in the recruitment of Assistant Coaches and other professional staff (using appropriate requirements)
- Clearly demonstrate preferred staff structures
- Encouragement of staff integration & development
- Demonstrate leadership/feedback to all coaches relevant to their roles

General

- Provide information and feedback to players about their performances, development & directions

Promote the Club and its Brand

- Be the face of the club as directed by CEO, Board or Head of Football & Talent 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

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 organisational skills
- Exposure to development programs
- Highly developed verbal and written communication skills
- Demonstrated ability to identify and foster talent
- Information Management skills
- Stakeholder Engagement skills
- All-club approach where investment in junior pathway is a priority

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
- Exceptional communicator, teacher and motivator
- Professional personal appearance
- Open & Honest
- Balanced perspective

Mandatory Qualifications

- AFL Level 3 coach accreditation or higher on appointment (or be willing to obtain)
- DHS Working with Children Check (or DCSI Check if issued in last 3 years)
- RAN training completion on appointment
- First-Aid, CPR and mental health first aid completion on appointment