

## WEST ADELAIDE FOOTBALL CLUB



### POSITION DESCRIPTION

<b>Role:</b>	Womens Senior Coach		
<b>Engagement:</b>	Part-Time 12-month contract (0.3 equivalent)		
<b>Objectives</b>	<p>Our Purpose: ‘We are dedicated to the unity, pride and exhilaration our community will enjoy from experiencing inspiring, entertaining football and social connection’</p> <p>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</p> <p><b>Responsible for:</b></p> <ul style="list-style-type: none"><li>• Developing Club’s SANFLW coaching strategy</li><li>• Overall coaching of players and coaching staff and implementing game plan effectively</li><li>• Developing a professional culture within the current club values</li><li>• Contributing to a High Performance Program that is the benchmark of the league</li><li>• Relationship Management</li><li>• SANFLW List Management</li><li>• Promoting the Club and its brand</li></ul>		
<b>Key Relationships/Interactions</b>			
<b>Reports to:</b> Chief Executive Officer			
<b>Internal</b>		<b>External</b>	
<ul style="list-style-type: none"><li>• Board</li><li>• Chief Executive Officer</li><li>• Female Football Manager</li><li>• Coaching Department</li><li>• Players</li><li>• High Performance Manager</li><li>• Medical &amp; Support Team</li><li>• Media &amp; Communications Department</li><li>• Corporate &amp; Stakeholders Department</li><li>• Venue Manager</li></ul>		<ul style="list-style-type: none"><li>• Members and fans</li><li>• Sponsors</li><li>• SANFL</li><li>• SANFLW Clubs</li><li>• AFL Clubs</li><li>• Media outlets</li><li>• Local Clubs</li><li>• Community stakeholders</li></ul>	

## **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