

WEST ADELAIDE FOOTBALL CLUB



POSITION DESCRIPTION

Role:	Mens Senior Coach		
Engagement:	Full-Time fixed term contract		
Objectives	<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 Mens Senior Coach will be directly responsible for the Club’s Mens Football program, coaching the league team, developing a modern Game Style, Coaching Strategy and contribute to the entire coaching department including the Centre of Excellence and Academy boys programs</p> <p>Responsible for:</p> <ul style="list-style-type: none">• Developing Club’s mens 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• List Management• Promoting the Club and its brand		
Key Relationships/Interactions			
Reports to: Chief Executive Officer			
Internal		External	
<ul style="list-style-type: none">• Board• Head of Football & Talent• Talent & Academy Manager• Coaching Department• Players• High Performance Manager• Medical & Support Team• Media & Communications Department• Corporate & Stakeholders Department• Venue Manager		<ul style="list-style-type: none">• Members and fans• Sponsors• SANFL• SANFL 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 Mens Football & Coaching Strategy
- Develop and implement a game plan capable of winning finals and SANFL 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 Talent & Academy Managers to ensure our talent pathways are providing opportunity for players to develop for senior mens 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
- 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