



Position Description

Title:	Chief Executive Officer
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Location:	EDFL Head Office - 78A Napier Street, Essendon
Reports to:	EDFL Board of Management
Classification:	Full Time
Date Prepared:	November 2017

Overview of Role	<p>As Chief Executive Officer you will be responsible for building the EDFL business, ensuring its future development and success through a range of commercial, sport and participatory objectives.</p> <p>Above all, you will bring a strong customer service focus to managing the League in the common interest of member clubs.</p> <p>To be considered for this role you will need to be a contemporary and professional business manager with leadership, energy, vision and integrity.</p> <p>You will have the skills to navigate through complex issues in prioritising, managing and delivering outcomes to achieve the strategic objectives of the League.</p> <p>You will be an inspirational manager with the ability to lead the strategic development of the EDFL’s professional staff, officials, member clubs and the wider community.</p>
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Experience, Qualifications and Key Personal Attributes	<p>Candidates for the position of the Chief Executive Officer will require most or all of the following attributes:</p> <ul style="list-style-type: none"> • a range of personal and professional skills, as well as having substantial experience in the management of a complex organisation / business; • strong, effective leadership skills with the ability to inspire others to achieve the business and social objectives of the League. • ability to both identify and harness the relevant skills and knowledge of staff, officials, volunteers and other stakeholders for the benefit of the EDFL as a whole; • superior presentation and communication skills and the ability to act as the public figurehead of the EDFL. • ability to relate to people at all levels (from large corporate organisations through to local government, community groups, member clubs and individuals) and the capacity to achieve high level credibility with stakeholders; • familiarity with contemporary business practices, with the capacity to think, plan and prioritise at the strategic level; and to grow an organisation through steady and continuous improvement against agreed performance objectives. • capacity to identify commercial opportunities and deliver stable and diverse revenue streams with minimal risk; • solid financial acumen, including the capacity to develop annual budgets and to interpret and report on financial accounts; • experience managing a staff team through a period of change; • ability to be proactive and appropriately assertive in situations of personal or organisational debate and conflict.
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Key Selection Criteria	<p>Applicants must demonstrate experience and skills in the following areas:</p> <ul style="list-style-type: none"> • ability to manage, liaise with and build strong relationships with clubs, associations, volunteers, community groups and football bodies; • experience in managing and mentoring staff, an ability to manage an office and a clear understanding the relevant laws in these areas; • experience in business related activities including analysis of financial statements, marketing, sponsorship and Board related activities; • ability to communicate clearly, manage priorities, set goals and implement strategies; • ability to work with the media and develop the profile of the EDFL; • fundamental understanding of community football, its structure, challenges and goals.
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Key Relationships and Communications	Reports to:
	<ul style="list-style-type: none"> • EDFL Board of Management
	Direct reports:
	<ul style="list-style-type: none"> • EDFL Leadership Group
	External Communications
	<ul style="list-style-type: none"> • EDFL Clubs • EDFL Umpires Association • AFL Victoria • Metropolitan Football Leagues and Region Commissions • Western Jets Football Club • Calder Cannons Football Club • AFL and VFL Clubs • Local, State and Federal Government Agencies • Corporate Partners