



Position Description

Title:	Chief Executive Officer
Location:	EDFL Head Office - 78A Napier Street, Essendon
Reports to:	EDFL Board of Management
Classification:	Full Time
Date Prepared:	December 2022

Overview of Role	<p>As CEO, you will be responsible to the Board of Management for leading and building the EDFL competitions, its business, ensuring its future development and success through a range of commercial, sporting and participatory objectives.</p> <p>You shall bring a string customer service focus to managing the League in the common interest on member clubs.</p> <p>You will be required to exercise contemporary and professional business manager skills in your leadership and demonstrate energy, vision and integrity in your role.</p> <p>You will be required to bring a strategic focus to the League to identify, develop and commercialise its business, reputation and its marketable assets.</p> <p>You will be required to develop media strategies to maximise the exposure and profile of the League, its members clubs, players, officials and volunteers across existing and emerging media.</p> <p>You will be required to develop in consultation with the Board strategic objectives in short, medium to long term for the League.</p> <p>You will be required to bring a considered management style focused on managing people, building relationships with member clubs and other stakeholders and achieving strategic objectives.</p> <p>You will be required to demonstrate an ability to inspire and lead a team of professional staff to work collaboratively with officials and volunteers of member clubs and employees of other stakeholders.</p>
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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

<p>Specific Duties and Responsibilities</p>	<p>As CEO you will be responsible to the Board of Management for managing all operations and activities of the League and supervising and managing staff to manage those operations and activities in an efficient manner.</p> <p>You are also responsible for:</p> <ul style="list-style-type: none"> • Managing and empowering your staff through building a strong team focus based upon agreed values, clear communication of expectations and strategic objectives; • Ensuring that your staff are provided with opportunities to develop and expand their skills and work in a safe and welcoming workplace. • Ensuring that the League complies with all legal obligations in or in relation to the employment of staff and/or engagement of contractors and volunteers. • Ensuring that all competitions conducted by the League comply and are conducted in accordance with the applicable rules and regulations. • Working with all member Clubs to encourage the adoption of best practice codes of conduct and coaching programs for the betterment of development across all groups within the League. • overseeing the implementation of the media strategy of the League to present a positive and progressive image. • Being the public figurehead of the League and will work with your media manager to be available to respond where appropriate to media enquiries. • Working with relevant stakeholders to continue to establish and develop mature professional relationships with such stakeholders including without limiting the foregoing: <ul style="list-style-type: none"> - EDFL Member Clubs - EDFL Umpires Association - AFL Victoria - Metropolitan Football Leagues and Region Commissions - Calder Cannons Football Club - Western Jets Football Club - AFL and VFL Clubs - Municipal Councils including Hume, Moonee Valley, Meri-bek, Brimbank and Maribyrnong - Federal and State Governments and agencies - Sponsors and Corporate Partners • Developing a strategic marketing plan to identify the marketable assets of the League and the existing and potential commercial relationships that will broaden and maximise the commercial revenues of the League. • Ensuring that the League develops annual budgets and appropriate mechanisms for recording and reporting financial performance to the Board and to the member clubs. • Ensuring that League maintains and improves its levels of accountability in relation to all its activities to the Board and, as appropriate, to the member Clubs and that detailed reports are prepared for and delivered in a timely manner to relevant bodies. • Reviewing and renewing Strategic Plans of the League and presenting to the Board detailed to enabling ongoing review and assessment of the League's performance against applicable Strategic Plan/s; • Managing the sub lease of the Windy Hill office premises from the Essendon Football Club and the lease of the League property in Marshall Road Airport West. • Ensuring that the League complies with all its legal obligations under Federal and State legislation and without limiting the generality of the above the Associations Incorporations Act.
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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Experience, Qualifications and Key Personal Attributes</p>	<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.
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Key Selection Criteria</p>	<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.