



**Chief Executive
Officer**
Western Region
Football League

SPORTSPEOPLE
RECRUITMENT



- **Hands-on strategic and operational leadership role**
- **Stakeholder, membership and community engagement focus**
- **Based at Whitten Oval, West Footscray**

About the Western Region Football League

The Western Region Football League (WRFL) has developed a position of considerable standing in the delivery of community sport. The League is proud to deliver Australian Rules football and Netball competitions for all ages across Melbourne's West. The competitions range from senior women's and men's football, senior women's netball and junior boys and girls' football.

Each season the League conducts more than 2,500 matches involving 300+ teams, over 350 umpires and more than 9,000 registered players from 34 clubs.

With its offices at Whitten Oval, WRFL is structured with an elected Board of Directors supported by a CEO and dedicated close-knit team of 6-7 staff.

The WRFL team possess an appetite and energy to be bold, fresh, and fiercely 'can do', and are driven to enhance the community through participation in sport.

The Western Region Football League is well established and, despite the challenges of the past 2 years, has emerged as a strong and viable organisation. The League is led by an independent Board which works with the CEO to outline strategic objectives for long term sustainability and supports the CEO as needed to ensure delivery of the League's purpose. Moving forward the League must continue to focus on customer service and building and maintaining its wide range of stakeholder relationships, grow its commercial partnerships; and grow the competition footprint. The League has a comprehensive strategic plan to clearly guide its way forward which is due for a refresh in 2023.



Chief Executive Officer

The WRFL Board is seeking a Chief Executive Officer who leads with integrity; has empathy for community football and netball and has the ability to continue the growth and sound administration of the League through delivery of strategic objectives. As CEO you will be responsible for building the WRFL business, ensuring its future development and success through a range of commercial, sport and participatory objectives. Above all, you will bring a strong customer service focus to managing both the business and social objectives the League in the common interest of member clubs.

In addition to overseeing the day-to-day business operations, governance and reporting, the CEO will work to identify commercial opportunities and acquire alternative sustainable and diverse sources of revenue for the League. The ability to build credibility and strong relationships with a diverse stakeholder group is key; from large corporate organisations through to local government, community groups, member clubs, volunteers and individuals.

To be considered for this role you will need to be a contemporary and professional business manager with leadership, energy, vision and integrity. You will have the skills to navigate through complex issues in prioritising, managing and delivering outcomes to achieve the strategic objectives of the League. You will be an inspirational manager with the ability to lead the strategic development of the WRFL's professional staff, officials, member clubs and the wider community. The WRFL office has a small staff complement, so the CEO must be prepared to roll up their sleeves and work hands-on when required.

Knowledge of both games whether through involvement as a player or through sports administration of either/both games is desirable. The successful candidate will demonstrate a passion for community involvement and sports participation.

If you are looking for a job offering plenty of variety and a role that can make a positive and lasting impact on the core stakeholder groups, this may well be the opportunity you've been waiting for.



Primary Roles & Responsibilities

Management

Assume overall responsibility for management of the day-to-day operations of the WRFL; provide leadership and direction to the staff, officials and member clubs of the League. Manage risks pertaining to the operation of a sporting organisation in a fast changing environment and ensure reputation of the League is maintained.

Revenue

Develop stable, diverse revenue streams to underpin the delivery of the WRFL's programs, services and activities. A particular focus of the role will be the maintenance of existing and generation of new sponsorship opportunities; strategic growth of merchandise sales; and identification of additional, complementary revenue streams to support the League's operations. The League has a current annual turnover of approximately \$2 million and budgets for minimal surpluses. The challenge going forward is to secure reliable annual surpluses to strengthen the balance sheet position.

Planning and Policy

Initiate, develop, contribute to and implement strategy and policy matters in conjunction with the WRFL Board.

Financial

Manage the League's day-to-day financial operations, including budget development and reporting, in a transparent, efficient and statutorily compliant way. Manage operational expenses within budget.

Representations & Relationships

Provide effective and active representation of the WRFL at all levels; develop and enhance the League's relationships with stakeholders including member clubs, AFL Victoria and state and local government agencies.

Promotion, Marketing & Communication

Through coordination with the Media & Communications Manager, other WRFL staff, media organisations and club officials, ensure optimal promotion of activities, services and programs of the WRFL.

Event Management

Through the Football & Netball Operations Officer and other appropriate staff, ensure that all events such as football finals, presentation dinners and social functions are planned and conducted efficiently, within budgets and in a manner to enhance the League's image and reputation.

Competitions & Game Development

Through the General Manager - Operations and other appropriate staff, ensure that competitions and related programs are planned and delivered effectively; and that appropriate training & development programs are delivered for member clubs, players, officials and the general community through the Club Support Manager.

Key Relationships

Reports to: WRFL Board, through close liaison with President (Board Chair)

Manages (direct reports):

- General Manager - Operations
- Football & Netball Operations Officer
- Media & Communications Manager
- Club Support Manager
- Administration Manger
- Marketing Consultant (contractor)

External Relationships:

- AFL Victoria
- Netball Victoria
- Western Bulldogs Football Club
- League Sponsors
- League Club Presidents
- Key Local and State Government Agencies
- Werribee & Williamstown Football Clubs
- Local and State Media

Selection Criteria

In addition to demonstrating **relevant experience across the core functional areas of responsibility identified in this Position Overview**, candidates applying for this role will require a range of personal and professional skills, including:

- Degree in related field (i.e. sports management) or equivalent experience
- Strong, effective leadership skills with the ability to inspire others to achieve the business and social objectives of the League; experience in the management of a similar small / medium organisation with wide range of stakeholders
- Ability to both identify and harness the relevant skills and knowledge of staff, officials, volunteers and other stakeholders for the benefit of the WRFL as a whole
- Superior presentation, interpersonal, negotiation and communication skills (verbal and written) and the ability to act as the public figurehead of the WRFL
- 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
- Ability to manage, liaise with and build strong relationships with clubs, associations, volunteers, community groups and football bodies
- Experience managing and mentoring a small team of experienced operations and development staff; an ability to manage an office; a clear understanding of the relevant laws in these areas; and a willingness to work as part of the team when needed

- 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
- Experience in business related activities including analysis of financial statements, marketing, sponsorship and Board related activities (including secretarial functions)
- Solid financial acumen, including the capacity to develop annual budgets and to interpret and report on financial accounts
- Ability to be proactive and appropriately assertive in situations of personal or organisational debate and conflict
- Ability to work with the media and develop the profile of the WRFL
- Sound knowledge of the football and/or netball industry, structures, challenges and goals; particularly the major factors impacting on community football/netball leagues, clubs and umpiring groups
- Some experience in an administrative role within a sporting organisation is desirable; experience with Australian Football would be looked upon favourably
- Satisfactory Working with Children Check

Candidates must be an Australian Citizen / Permanent Resident or have unlimited working rights within Australia to be considered for this position.



Hours of Work

This is a Full Time position. Due to the nature of the role and the sport industry, some evening and weekend work will be required from time to time to attend meetings, games and events.

Location and Travel

The position will be based at the Whitten Oval (home of the Western Bulldogs) in Barkly Street, West Footscray VIC.

Flexible working arrangements (eg. working some hours from home) will be available to the successful candidate.

Some travel within Melbourne's Western Region will be required to time to attend scheduled meetings and events.

Remuneration Guide

A market competitive remuneration package will be available to the successful candidate, negotiable depending upon skill level and experience. At the time of applying, candidates are invited to indicate their current salary and salary expectations.

Candidates are invited to discuss their salary expectations with Sportspeople Recruitment prior to applying.

Timelines

Final interviews and the appointment of the Chief Executive Officer, Western Region Football League are scheduled for October, 2022.

The successful candidate would be expected to commence duties as soon as possible, mindful of notice periods and general availability.

Website & Social Media

For more information and news items on all facets of activities, services and programs, visit:

WRFL website: wrfl.com.au

Facebook: facebook.com/WesternRegionFL

Instagram: instagram.com/westernregionfl

Twitter: twitter.com/WesternRegionFL

Prior to applying candidates are encouraged to also review the following:

- [2021 Annual Report](#)
- [Strategic Plan](#)

(links to the above are available within the advertisement at the Sportspeople Recruitment website)



Please apply now to avoid missing out!

Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

If you are intending to apply, please do so now. We reserve the right to close the role as soon as sufficient merit applications are received.

Applications Close: 5pm Sunday 25 September, 2022

Candidates must complete and submit the **COMPULSORY Sportspeople Recruitment Application Form** at the time of applying. The form is available as a download at the Sportspeople Recruitment website listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 1-2 page letter of introduction and an accompanying CV of no more than 6 pages, merged into the Application Form as one MS Word file.

Apply to

Your application should be sent electronically via the "apply now" link at the advertisement via sportspeoplerecruitment.com/jobs

Enquiries

In the first instance general enquiries should be directed to **Scott Oakhill** on **0408 258 337** or **FREECALL AU 1800 634 388** or **+61 2 9555 5000** or via jobs@peoplerecruitmentgroup.com.

About Sportspeople Recruitment

The Chief Executive Officer, Western Region Football League search and recruitment process is being managed exclusively by **Sportspeople Recruitment**.

Sportspeople Recruitment is a leading executive search and recruitment firm servicing sport business. Celebrating 26 years in 2022 our curated Talent Network has been developed as a result of successfully filling thousands of roles across the A-Z of sport business employers. We offer the most experienced Consultant team in the market available to assist with executive search, general recruitment, hiring strategy, remuneration planning and executive/Board advice.

We are delighted to have been appointed by Western Region Football League as the exclusive search partner for the Chief Executive Officer position - our 237th Chief Executive Officer search.

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