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| **Position Title** | **Community Programs Leader - Female Engagement** |
| **Award Level** | **Clerical and administrative grade 6** |
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| **Review Date** | 20 December 2019 |

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| **SANFL VISION & VALUES** |
| **Healthier, more connected lives through the enjoyment of footy.****AUTHENTIC | FUN | TEAM | PROGRESSIVE** |
| **KEY OBJECTIVES** |
| The primary purpose of the position is to lead the implementation of programs and activities that increase female participation in Australian Football. |

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| **KEY RESPONSIBILITIES** |
| **Responsibility** | **Objective** | **Performance Measure** |
| Promotion | * Lead the delivery of introductory programs and come and try opportunities including; All Girls Auskick Hubs, Come & Play and Come & Train
* Facilitate female football promotional clinics and events
* Implement promotional strategies and messaging that increase the awareness of female opportunities and pathway across multiple platforms
* Assist in the delivery of AFLW & AFL Half Time Activations
 | * Growth in participant numbers as determined by annual target setting process
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| Carnivals and Competitions | * Lead the delivery of female school carnivals
* Develop relationships with key school stakeholders to initiate / develop school female competitions
 | * Growth in school competitions as determined by annual target setting process
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| Participation Pathways | * Implement female transition strategies from Auskick to club football
* Design and Implement strategies to ensure inclusive club environments.
* Develop / maintain participation pathway for females across metropolitan and regional areas
* Assist leagues and clubs with the development of their female
 | * Growth in transition numbers from NAB AFL Auskick to Club as determined by annual target setting process
* Growth in participant numbers as determined by annual target setting process
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| Volunteer Networks  | * Identify, recruit and promote SANFLW Ambassador/s
* Develop strategies for; Recruitment; Retention, and Recognition
* Develop and maintain volunteer database
* Assist in the organisation for volunteer events
 | * Conduct annual volunteer induction including audit of appropriate screenings
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| Administration | * Maintain accurate records and documentation of all female activities; programs conducted; key stakeholder groups; contact networks;
* Maintain reporting documents to assist with AFL Census compilation
* Any other roles as required
 | * Production of progress reports tracking participants against historical trends
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| Program Support  | * Provide support to Community Program Coordinators in the areas of; School Programs; Promotional activities; NAB AFL Auskick; AFL 9’s; Multicultural Programs
* Provide support in the areas of; Community Football; AFL Census; SANFL Juniors; Child Safe Environments
 | * Nil
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| **REQUIRED BACKGROUND** |
| **Qualifications** * Relevant tertiary qualifications in Sports / Education or relevant work history
* Drivers Licence
* First Aid
* DHS Working with Children Clearance

**Essential Criteria*** An empathy and understanding of Australian football at various levels
* Experience in people management and authentic leadership skills

**Desirable Criteria*** Experience in working with children in a school and/or sporting environment
* Coaching and/or teaching experience
* Experience in building and maintaining relationships with key stakeholders

**Skills and Knowledge*** Strong administration and planning skills
* Experience in Microsoft Office programs
* Effective people management and leadership skills
* Flexibility in work schedule
* Strong verbal and written communication skills
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