



Position Title:	Player Development & Engagement Regional Manager
Reports To:	Player Development & Engagement Manager
Roles Reporting To This:	Nil
Start Date	February 2015
Primary Objectives:	The Player Development & Engagement Regional Managers are a key conduit between AFLPA Head Office and its membership, who are largely based in football clubs on a day to day basis. The role works across both the Player Development and Player Relations areas of the business. The role works directly on the ground with players, assisting them to maximize their AFL careers and the personal development and growth opportunities that a career in the AFL provides.
Knowledge/Experience	
Competencies	
Mandatory	
<ul style="list-style-type: none"> ▪ Outstanding relationship building skills, and the ability to leverage these to achieve outcomes through coaching and counselling of athletes ▪ In depth understanding of the sport and non-sport requirements of AFL Footballers ▪ Demonstrated ability to be discreet and work with confidential and sensitive information ▪ Ability and desire to collaborate and work as part of a team ▪ Strong administrative, coordination, organisation and time management skills ▪ Reliability and ability to work autonomously, and maintain accountability to organisational goals and targets ▪ The ability to receive and respond to feedback, be willing to learn and embrace change, and commit to continuous improvement of both self and the business 	
Highly Desirable	
<ul style="list-style-type: none"> ▪ Tertiary qualifications in sports administration or a relevant helping profession are desirable ▪ A portfolio of relevant life experiences, specifically an understanding and empathy for the unique environments that high performance athletes operate in, will be highly considered 	
Key Relationships/Interactions	
<ul style="list-style-type: none"> ▪ AFL Players' Association membership (past and present players) ▪ AFL Players' Association staff and Executive ▪ AFL Players' Association partners and sponsors ▪ AFL ▪ AFL Clubs ▪ External service providers ▪ Player Agents 	
Key Challenges	
<p>The key challenges of this role are:</p> <ul style="list-style-type: none"> ▪ Ability to build relationships with AFL past and present players, to earn their trust and develop them as advocates for the organisation. ▪ An understanding of the CBA and the ability to work with clubs to adhere to their obligations to deliver First Class Sporting Workplaces for AFL players. ▪ Ability to build relationships with AFL clubs and other key industry stakeholders to influence the industry and position the AFLPA as leaders in the Player Development space. ▪ Deliver high quality and industry leading Player Development programs. 	



- The ability to provide individualised support and development to AFL players, using MAX360 as the central philosophy to this work and developing and managing player Action Plans.

Key Accountabilities	
Key Result Areas	Major Activities
Regional management and implementation of MAX360 at clubs	<ul style="list-style-type: none"> ▪ Facilitation of MAX360 action planning process across playing group at allocated clubs ▪ Collaboration, support and monitoring of individual player MAX360 action plans at allocated clubs ▪ Identification of MAX360 trends across playing group to inform AFLPA programming and club priorities
Develop and implement career transition programs for 1st year players	<ul style="list-style-type: none"> ▪ Involvement in the development and delivery of AFLPA Induction Camp ▪ Delivery of AFLPA Career Skills Program in allocated clubs ▪ Delivery of Career Development & MAX360 component of AFLPA/AFLSR Football Induction Program
Develop and implement career transition programs for retired and de-listed players	<ul style="list-style-type: none"> ▪ Individual support to retired and de-listed players from allocated clubs
Provide a variety of contemporary 'in career' vocational development programs and opportunities for all players	<ul style="list-style-type: none"> ▪ Provide identified and targeted career readiness support and programs for players, to assist them to be able to transition to, and function in, a contemporary non-football workplace ▪ Provide high level career coaching support utilizing MAX360 as the basis of the discussion ▪ Liaise with AFL SportsReady to ensure efficient and effective delivery of shared programs ▪ Regularly review programs and services to identify areas of refinement and innovation ▪ The ability to spot opportunities for players, and refer and connect them to industry to maximize their growth and development
Promote & foster a first class sporting workplace for AFL Players	<ul style="list-style-type: none"> ▪ Awareness and enforcement of CBA obligations and resolution of compliance issues ▪ Work with club staff and players to identify and address areas of improvement, as a result of workplace culture findings ▪ Involvement in CBA preparation as directed
Stakeholder Management & Engagement	<ul style="list-style-type: none"> ▪ Liaison and development of Player Development Manager network ▪ Provide direction and leadership to Player Development Managers and players with respect to MAX360, including upskilling to ensure maximal use of the MAX360 portal on the AFLPA database ▪ Understand player rights, interests & AFLPA's position on industry issues to successfully advocate on their behalf ▪ Provide support to the AFLPA and players in regard to player issues, crisis management, rule disputes and grievances ▪ Become a key link between membership and the AFLPA to maximize player engagement and development ▪ Establish effective relationships and communication with player agents to ensure they are a valuable resource in helping players maximize their time in football, and to work collaboratively



Championing of internal collaboration to deliver on priorities and maximize shared outcomes	<ul style="list-style-type: none"> ▪ Establish meaningful and effective relationships to deliver on internal priorities, supporting others where appropriate and sharing of information widely with others ▪ Thorough understanding of AFLPA’s programs, services and position on matters ▪ Effective database management ensuring up to date, accurate and excellent records ▪ Assisting across all areas of the business from time to time as directed
Commitment to learning and development, and positively contribute to AFLPA’s people and culture	<ul style="list-style-type: none"> ▪ Active participation in internal meetings, positively contributing to the growth and development of business activities ▪ Positively represent the AFLPA in all external meetings and interactions ▪ An active commitment to own Learning and Development, both to improve productivity and develop own brand ▪ Consistently work to a high quality of service whilst upholding AFLPA values and behaviours ▪ A commitment and understanding of the AFLPA’s strategic direction and priorities, and ability to work in line with these
Organisation Values	
United	In the beginning a group of players stood up for every player. We uphold this transition by banding together to prove that support and mateship exists beyond club colours. The shared experience of being men first and players’ second means that we are all united and on the same team.
Courageous	We ignite change in each other’s lives and in our industry. We are accountable, challenging, and forward thinking.
Supportive	We support each other because by standing together we can achieve fair conditions outcomes, and development opportunities for all players.
Respectful	We respect ourselves, each other, the game and the communities we live in. we promote growth in one another and our profession.
Trustworthy	