



NFNL Club Support & Partnerships Coordinator (Position Description)

Prepared December 2021

The Northern Football Netball League (NFNL) delivers a quality Australian rules football and netball competition for the enjoyment and benefit of all stakeholders throughout the northern region of Melbourne. The NFNL creates and sustains an environment in which all clubs and individuals can aspire to reach their full potential in a healthy and safe manner.

The NFNL consists of 464 teams across its male and female football competitions, and female netball competitions. The NFNL has over 430 umpires and more than 10,000 registered players.

Position overview

The Club Support & Partnerships Coordinator will be responsible for developing and maintaining strong relationships with NFNL clubs and partners. This is a pivotal role supporting the club network with any number of unique requirements and/or challenges.

In addition, the Club Support & Partnerships Coordinator will play a key role in connecting the NFNL with the respective AFL development staff responsible for the administering of Auskick and school-based programs in the northern suburbs, and in turn continually seeking to find opportunities to strengthen player pathways from such avenues to NFNL clubs.

The Club Support & Partnerships Coordinator will also be a key figure in league/government relations regarding facilities and other matters, as well as club funding opportunities.

The role requires an energetic individual with an ability to establish, maintain and leverage strong collaborative working relationships with an array of key stakeholders.

This is a full-time 2-year contract position with the potential to be extended, subject to funding.

Key relationships

Reports to:

- NFNL Chief Executive Officer

Key relationships:

- Club officials and volunteers
- NFNL partners
- NFNL staff
- AFL Victoria and Netball Victoria staff

Key objectives

- **Club support and governance:** strategic planning to develop financially viable and sustainable clubs.
- **NFNL partners:** build and maintain relationships with existing and new partners.
- **LGA and council liaison:** relationship building, ground usage/tenure, facility management, mixed gender facility upgrades, etc.
- **Community engagement and participation:** assist clubs with demographic connection and socio-economic understanding to develop sustainable player bases.
- **Coach education:** relevant courses (online, etc.), seminars and ongoing coach support programs in consultation with AFL Victoria staff.

Primary roles & responsibilities

- Develop and lead strategies in relation to club development, including, but not limited to, those articulated within the NFNL Strategic Plan, to drive positive sustainability outcomes for the NFNL and its clubs.
- Actively support and encourage the NFNL club volunteer network through their myriad of tasks and responsibilities, drawing upon and utilising tools, templates and resources as appropriate, including, but not limited to, those provided through the AFL's 'Club Help' portal, as well as those created by the NFNL's respective operations managers.
- Establish, facilitate and guide opportunities for NFNL clubs to enhance their respective financial sustainability, participation and retention through appropriate means, be it development programs, strategic planning, financial modelling, etc.
- Conduct regular and ongoing meetings with NFNL clubs in relation to their sustainability on and off the field/court (i.e. volunteers, succession planning, infrastructure, etc.), and provide regular progress reports on 'club health' to the NFNL CEO.
- Create and deliver administration training/education to clubs if/where appropriate, particularly in the instance of new club administrators.
- Provide assistance and referrals in all areas of mental health, child safety, youth support and any further areas of need.
- Support and guide clubs on facility-related issues or other matters involving local government.
- Support and guide clubs with funding/grant opportunities.
- Work closely with AFL Victoria participation staff network to plan, access and implement key development and sustainability programs to achieve strategic outcomes.
- Liaise with AFL Victoria on coach education and other coaching-related matters.

Northern Football Netball League

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- Develop and execute strategies to attract and maintain new partners to the NFNL.
- Work with all NFNL stakeholders to support the long-term sustainability of all NFNL clubs.
- The negotiation and preparation of commercial documentation.
- Utilise the latest technology to develop commercial opportunities for the league and member clubs.
- Work with NFNL clubs to generate and implement revenue opportunities through NFNL partners.
- Establish and maintain business networks.
- Assist in selling advertising space on the NFNL website.
- Keep an accurate record of all dealings with partners regarding all communications.

Key selection criteria

- Exceptional interpersonal and leadership skills.
- Knowledge of AFL Victoria development programs and their impact on the sports industry.
- Ability to identify opportunities to develop and sustain productive relationships with stakeholders.
- Capability to establish and prioritise tasks to achieve objectives.
- Ability to demonstrate previous experience in generating and maintaining successful partnerships.
- A preparedness to work extended hours, including after hours meetings and weekends, during the football season.

Mandatory

- Degree in related field, (e.g., accounting, commerce, business or related discipline) or equivalent experience.
- Sound knowledge of the football industry, particularly community football, and the major factors impacting community football leagues, clubs and umpiring groups.
- Experience in an administrative role within a sporting organisation (Australian rules football preferred).
- Highly developed verbal and written communication, interpersonal, presentation and negotiation skills.

Desirable

- Experience in the establishment of business and financial management systems.
- Experience working within a football club/league environment.
- Experience in facility development, management and local council relations.



- Understanding of the unique challenges confronting a community sport (or similar) organisation.
- Experience working in the sport and recreation industry.
- Sales, sponsorship and/or marketing experience.
- Strong negotiation skills.

Key performance indicators

- Club health audits.
- Financial modelling.
- Club participation and retention rates.
- Club policy and procedure compliance.
- Club compliance to all statutory regulations and guidelines.

NOTE: This position description is not intended to be all-inclusive. The employee may perform other related duties as negotiated to meet the ongoing needs of the organisation.