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| POSITION TITLE | Participation Manager |
| AWARD LEVEL | Award Free |
| REVIEW DATE | 22/3/21 |

SANFL VISION & VALUES

Healthier, more connected lives through the enjoyment of footy.
AUTHENTIC | FUN | TEAM | PROGRESSIVE

KEY OBJECTIVES

Lead a high performing team of program leaders that will grow, develop and support the game of Australian Rules Football in South Australia.

The Participation Manager will lead participation strategies, reporting, data insights and analysis for junior football in South Australia while overseeing promotions designed to encourage participation in the game.

Working closely with the Head of Game Development, the Participation Manager will be responsible for identifying programs and opportunities that encourage growth, transition and inclusion.

Development of policy and processes to underpin the delivery of football that encourages all in the community to engage in the game will be critical, including attracting those which have not previously been connected to the game.

| Responsibility | Objective |
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| Participation | <ul style="list-style-type: none"> ▪ Development of strategies and mechanisms to achieve ongoing growth in participation ▪ Work with Program Leaders to determine strategies to engage with new audiences ▪ Utilise available data to identify target areas for growth, retention and transition ▪ Ensure the efficient and effective implementation of participation and growth programs ▪ To oversee the coordination of both AFL and SANFL promotional and fan development activities and programs |
| Data & Statistics | <ul style="list-style-type: none"> ▪ Development of strategies regarding growth, retention and inclusion of participants ▪ Develop data collection and analysis tools to assist with allocation of staff and program resources ▪ Utilise demography insights and participation rates to inform decision making ▪ Work with councils on data analysis to identify opportunities for and inhibitors of growth ▪ Evaluate participation trends, research industry needs and gather information (e.g. through focus groups, advisory groups and stakeholders) to formulate strategies around participation growth |

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| AFL Census | <ul style="list-style-type: none"> ▪ Develop procedures and methods for collection of data ▪ Collate and validate all data ▪ Coordinate all data requests ▪ Present data and recommendations to SANFL Management |
| People Leadership and Development | <ul style="list-style-type: none"> ▪ Manage SANFL people processes for direct reports ▪ Identify development opportunities for team members ▪ Lead and support staff engagement strategies |
| Stakeholder Management | <ul style="list-style-type: none"> ▪ Build and maintain strong working relationships with AFL Program Stakeholders ▪ Collaborate effectively with internal SANFL Stakeholders to ensure fulfilment of sponsorship obligations and requirements of commercial partners ▪ Ensure compliance with all Government funding and reporting tasks as required |
| Workforce Management | <ul style="list-style-type: none"> ▪ Volunteer management which supports required outcomes for recruitment, retention and child safety compliance across participation programs ▪ Manage Volunteer databases ▪ Manage recognition and reward programs and events in conjunction with Head of Game Development and Program Leaders. ▪ Execute induction and ongoing role support to casual and volunteer workforce |
| Finance | <ul style="list-style-type: none"> ▪ Management of program budgets |

REQUIRED BACKGROUND

Qualifications

- Relevant tertiary qualifications, or equivalent management experience
- DHS Working with Children Check
- Current Drivers Licence

Essential Criteria

- Highly developed interpersonal and communication skills
- Excellent written and administration abilities
- Strategic planning and implementation capabilities
- Strong leadership ability
- Demonstrated ability to utilise data driven insights to inform decision making
- Empathy for key stakeholder environments including club, community, and schools

Desirable Criteria

- Sports/ Event Management experience, particularly involving mass participation
- Financial management experience

Skills and Knowledge

- A sound understanding of football at all levels in South Australia
- Ability to work proactively with key stakeholders, to improve outcomes