



Position Title:	Regional Manager
Reports To:	Head of Regional Managers
Roles Reporting To This:	Nil
Start Date	Immediately
Primary Objectives:	<p>The Regional Manager is the key AFLPA contact for Players (current male players, current female players, and past players) and key Off-Field Staff at their allocated Clubs.</p> <p>The role seeks to build close connections and engagement with Players, Clubs and the AFL to strategically shape the workplace environment, provide services and support to Members as required, and assist the PA to meet its strategic objectives.</p>
Knowledge/Experience	
Competencies	
Mandatory	
<ul style="list-style-type: none"> ▪ The ability to build strong relationships with a wide range of stakeholders based on trust and mutual understanding ▪ Understanding the on-field and off-field requirements of professional athletes ▪ The ability to strategically drive change in a workplace ▪ The ability to discreetly and sensitively handle issues which may involve legal, disciplinary and wellbeing considerations ▪ 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, and a strong work ethic ▪ 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 ▪ Case Management skills and the ability to coordinate positive outcomes for players who face off-field or workplace issues 	
Highly Desirable	
<ul style="list-style-type: none"> ▪ Tertiary qualifications in sports administration or a relevant profession ▪ A portfolio of relevant life experiences, specifically an understanding and empathy for the unique environments that high performance athletes operate in 	
Key Relationships/Interactions	
<ul style="list-style-type: none"> ▪ PA Members (current male players, current female players, and past players) including where appropriate their families and support networks ▪ AFL Clubs (in particular GM of Football, Player Development Managers and Coaching Staff) ▪ Player Agents ▪ PA Staff 	
Key Responsibilities	
<ul style="list-style-type: none"> • Development and implementation of Club Engagement Plans at each Club • Proactively seek feedback on issues affecting Players; seek to identify trends to impact PA strategic direction and new initiatives • Strong engagement with Delegates and other Club Leaders through Club Action Planning, Delegate 	



Development Program and ongoing support and advice

- Understand player rights, interests & AFLPA’s position on industry issues to successfully advocate on their behalf
- Working in collaboration with Clubs to deliver on Club Player Development Strategy, including participation on Player Development Steering Committees, ensuring compliance with Aligned Strategy, and working with PDMs in the advancement of MAX360 action planning
- Case Management of transitioning players, providing individualised support for players 0 – 5 years out of the game
- Delivery of programs to players and staff, as per Aligned Strategy and Club Player Development Strategy
- Case Management support of players with off-field issues, connecting players to other support networks as needed
- Liaison, support and development of Player Development Manager network
- Ensure CBA compliance by liaising with Clubs and Delegates re training schedule and appearances, and seeking to address matters raised by Players
- Establish effective relationships and communication with player agents to collaboratively support players
- Drive player participation and involvement in AFLPA events, commercial and digital activities, and AFL Players Care charity

Key Accountabilities	
Key Success Factors	Measures
Player Sentiment	<ul style="list-style-type: none"> ▪ Contribute to the overall business objective of driving Player Affinity at allocated Clubs ▪ Achieve the targeted Player Effectiveness measures at allocated Clubs <ul style="list-style-type: none"> ○ Ensuring clubs are held accountable to agreements reached ○ Helping Players Track / Plan Personal Development Opportunities ○ Delivering a Range of Products and Service that Support Players ○ Ensuring Players’ Collective Voice is Heard ○ Developing Strong Relationships with Players to Drive PA Unity and Strength ○ Communicating with Players re the work we do ○ Provision of 1:1 support for players
Industry Influence	<ul style="list-style-type: none"> ▪ Meet target measures for key industry stakeholders <ul style="list-style-type: none"> ○ AFL ○ Clubs ○ Agents
Programs and Services	<ul style="list-style-type: none"> ▪ As per Player Development Program Industry Governance Committee measures