AFL Canada
NATIONAL DEVELOPMENT MANAGER
Position Description

Start Date: Immediate

Location: Canada

Length of term: Temporary full-time (minimum one-year contract)

Overview of role	The AFL Canada (AFLC) National Development Manager will be responsible for developing and delivering growth and development projects that fulfill AFLC's mission to promote, grow and develop the sport of Australian Football in Canada. The Development Manager is accountable to the AFLC Board and will work to fulfil the following functions: - Support the AFLC Board with growth opportunities. - Support the AFLC Board with operational activities. - Support the provincial bodies with growth opportunities. - Support Member Clubs with growth opportunities.
Objective of role	To deliver on the goals outlined in the Strategic Plan of AFLC and assist members grow the sport of Australian Football in Canada. The National Development Manager will act as a central point for the AFLC Board, provincial and member club representatives, and the Australian Football League (AFL).
Key Reports	**Reports to:** - AFL Canada President **Other Key Relationships:** - AFL Canada Board, AFL Game Development Department, Provincial Boards, AFLC Club Presidents, AFLC Sponsors, Partners and Vendors, AFLC national team Coaches and Team Managers, AFLC Communications Manager, and PlayHQ.

Job/task profile	**Strategic:** - Raise the profile of Australian Football in Canada - Assist AFLC in obtaining National Sport Organization (NSO) status - Assist provincial leagues in obtaining Provincial Sport Organization (PSO) status - Represent AFLC at official strategic events and online meetings (e.g., CACC, Sports Canada) - Provide leadership and guidance for obtaining grants and funding - Regularly revise/update AFLC policies/procedures, by benchmarking other NSOs best practices **Operational:** - Attend and contribute at AFLC Board meetings - Deliver operational assistance to AFLC for tournaments, events & services (budget, organizing, etc) - Manage budgets for special projects (e.g., AFLC Cup) - Provide organizational assistance to the national team programs - Support league development initiatives - Grow capacity and support existing clubs - Develop, encourage, and assist the growth of the game at community levels - Development of programs that support the Long Term Athlete Development Model - Assist in the education and support of all key volunteers including coaches and umpires - Facilitate information exchange between clubs and provinces with focus on improving efficiency within competitions and operations - Assist in establishing new clubs in new regions - Develop a sustainable development program in schools - Supervise and liaise with AFLC Provincial Development Managers, if applicable - Manage and promote the AFL Canada Shop (e.g., inventory, order shipments, marketing, etc.) - Manage AFL Canada social media accounts and strategy **Commercial:** - Create new and sustainable revenue generating streams - Identify, develop and manage commercial partnerships - Identify, develop and manage sponsorship opportunities
Outcomes	**Participation** - Growth in participation numbers year-on-year at both club and school levels - New clubs in new regions and new teams in existing markets - Growth in participation of accredited umpires and coaches. **Governance** - Develop and enhance relationship with Sport Canada - Approval of Provinces as PSOs - Improved communications/relationships between AFLC and its member clubs **Financial** - Increased funding from Sport Canada or through other grant programs - Increased sponsorship dollar or goods/services in-kind from strategic partners

Key selection criteria	**Skills & Knowledge** - Strategic thinker and planner, ability to see the big picture - Organized and collaborative - Capability to establish and prioritise tasks to achieve objectives - Business acumen - Self-starter / motivated - Results and performance driven - Relationship focused - Ability to work independently with minimal supervision - Experience working with volunteers, ability to supervise people - Well-developed verbal and written communication, interpersonal, presentation, and - negotiation skills - Confidence in making well-researched recommendations - Ability to support change - Superior knowledge of technology, including familiarity with Microsoft Office/other office software, and web/social media/file-sharing tools - Valid Canadian work status (or ability to obtain before start date) **Required Education & Experience:** - High School Diploma or greater - 3+ years of related work experience **Desired Knowledge & Experience:** - Understanding of Australian Football - Experience in administrative / organizational role within a sporting club - Degree in related field, (e.g. Sports Management or Business) or equivalent experience - Knowledge of the Canadian NSO / PSO system and work experience within a Canadian NSO / PSO - Expertise and experience in leading and implementing change - Competency in budget management - Bilingual in English and French
Salary	Salary range of $50,000 - $60,000 with remuneration to be determined based on the selection criteria and experience of the candidate.
Questions/contact	Applicants should send their Resume and Cover Letter to hr@aflcanada.com by February 9, 2025. Applicants will be notified that they have been selected for an interview by February 12, 2025.