



## **Career Opportunity: General Manager**

### **ABOUT US:**

As an organisation, the Australian Football League (AFL) works tirelessly to enhance and grow the game – from grassroots to elite. Together, we put on the game, deliver important events, communicate with our fans, run community programs, develop coaches and umpires, collaborate with partners, delight members, support clubs and so much more. While our roles may vary, we are all united by a common goal, to progress the game so that everyone can share in its heritage and possibilities.

The AFL is also responsible for developing the game through international affiliates such as AFL Europe. Based in London, AFL Europe exists to develop the game of Australian Football throughout Europe by supporting and serving the AFL Europe community. We strive to increase awareness, involvement in & consumption of Australian Football throughout Europe.

### **ABOUT THE ROLE:**

This role will be required to deliver against the AFL Europe strategy and assist members to grow the sport of Australian Football in Europe. The General Manager will act as a central point of contact for the AFL Europe Commission, member and affiliate leagues throughout Europe, key stakeholders and the AFL.

The General Manager will be required to manage the day-to-day operations by delivering game development programs, community & corporate events, talent identification and development programs, digital content and communication plans and managing all business operations. The General Manager will also be required to identify and secure additional revenue streams to ensure greater investment can be made into Australian Football throughout Europe.

### **A DAY IN THE LIFE OF:**

- Plan, coordinate and deliver AFL Europe tournaments including but not limited to the Fitzpatrick Cup, Champions League, Euro Cup, European Championships and ANZAC Cup
- Plan, coordinate and deliver game development programs that ensure the success and sustainability of clubs, leagues and governing bodies throughout Europe
- Manage the digital content and communication plans, whilst exploring external promotional opportunities to increase awareness of AFL in Europe
- Identify and secure new revenue streams to ensure greater investment can be made into grass roots AFL programs in Europe
- Manage the relationships of existing corporate partners whilst also identifying new partnership opportunities to broaden AFL Europe's eco-system
- Plan, coordinate & deliver the AFL Europe Talent Program (including the Combine) to identify, develop & showcase elite talent that has the potential to transition into the AFL/AFLW
- Provide constant guidance and support to AFL Europe Members to ensure they can deliver successful AFL programs within their country and maximise the growth of the sport
- Manage budgets for community tournaments, corporate events, development programs and general business operations to ensure the financial security of AFL Europe
- Manage full-time and part-time employees and provide guidance and support for interns
- Manage relationships with key stakeholders, including but not limited to AFL, AFL Europe Commission, AFL Europe Members, AFL Europe Patron, Ambassadors & Corporate Partners

### **OUR IDEAL TEAM MEMBER:**

- Significant experience within the football industry, large community-based sporting organisation or similar
- A minimum of five years' management experience
- Ability to innovate, challenge convention and manage change
- Highly developed communication and interpersonal skills, with high level of commercial acumen and, negotiation skills
- Proven event management experience with a strong attention to detail
- Experience managing digital content and communications plans
- Operational and administrative experience including management of business finances
- Proven strategic planning and implementation capabilities in high pressure environment
- Knowledge of the AFL landscape or other relevant sporting code particularly at a community level and experience working with volunteers
- Due to the nature of the sporting industry, must be willing to work outside normal business hours from time to time such as evenings and weekends
- Displays energy, drive, enthusiasm & self-motivation with a strong work ethic & positive attitude

### **APPLICATIONS:**

- To apply, submit your CV and a one-page cover letter to [admin@afleurope.org](mailto:admin@afleurope.org)
  - Cover letter should address why you are the ideal team member for this role
- Applications close on Friday the 30<sup>th</sup> of April at 3:00pm BST
- The successful applicant will be expected to commence this role on the 2<sup>nd</sup> of August

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**Position first advertised: 01/04/2021**