Career Opportunity

General Manager – AFL Europe

ABOUT US

As an organisation, the Australian Football League (AFL) works tirelessly to enhance and grow the game of Australian Rules – from grassroots to elite. The AFL is also responsible for developing the game through international affiliates such as AFL Europe. AFL Europe is the AFL's game development partner across the region. We run the game, deliver important events, communicate with our community, deliver programs to grow the numbers and standard of the game, develop coaches and umpires, collaborate with partners, and support our members. 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 the UK and Europe.

ABOUT THE ROLE

This role will be required to deliver the AFL Europe strategy and assist members to grow the sport of Australian Football in Europe. Reporting to the AFL Europe Chair and Commission, the General Manager will act as a central point of contact for the AFL Europe community, 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, 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.

RESPONSIBILITIES

- Work with stakeholders and members to plan, coordinate and support the delivery of AFL Europe tournaments
- Plan, coordinate and deliver game development programs that ensure the success and sustainability of clubs, leagues and governing bodies throughout Europe
- Identify and develop opportunities to increase participation in Australian Football through existing or new AFL Europe Members
- Oversee the delivery of our Corporate Events program, including business network, Annual Grand Final Lunch, and other events as required
- Manage the finances of AFL Europe
- Develop and manage communication plans and the creation and distribution of digital content through all AFL Europe media channels, whilst exploring external promotional opportunities to increase awareness of AFL in Europe
- Manage the relationships of existing corporate partners whilst also identifying new partnership opportunities to broaden AFL Europe's eco-system
- 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 relationships with key stakeholders, including but not limited to AFL, AFL Europe Commission, AFL Europe Members, Sub-committees, Ambassadors & Corporate Partners
- Lead on the governance and compliance of AFL Europe and its Members
- Manage the day-to-day operations of AFL Europe

REQUIREMENTS

- Significant experience within the football industry, large community-based sporting organisation or similar
- Knowledge of the AFL / AFL Europe landscape or other relevant sporting code particularly at a community level and experience working with volunteers
- Ability to work within the UK or Europe with necessary Visa, Right to Work etc.
- 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
- 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

DETAILS

- Remuneration includes base salary of £54,000 and commission bonus on all additional revenue that is generated in the role
- To apply, submit your CV and a one-page cover letter to admin@afleurope.org, highlighting your expertise, experience and why you are the ideal candidate
- Applications close on Thursday, 3rd of April 2025
- AFL Europe's office is located in the Australia Centre, Strand, London, but this role can be done remotely for the right applicant