
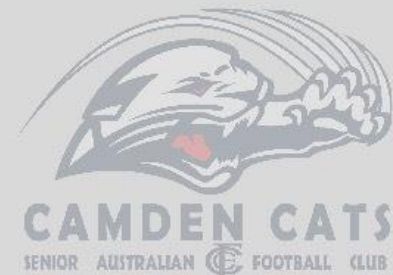


Head Coach Position Camden Cats AFC

Section	Description
Title:	Head Coach
Reports to:	Director of Coaching
Division:	Football Department
Key stakeholders:	<ul style="list-style-type: none"> ▪ Players ▪ Assistant Coaches ▪ Physio Staff ▪ President and Committee Members ▪ Football Operations Manager 
Nature and scope of the role:	<p>The Head Coach is responsible for leading and managing the development and implementation of the Club's football strategy, which includes:</p> <ol style="list-style-type: none"> 1. Develop the Club's football program and coaching strategy. 2. Overall coaching and mentoring of players and coaching staff - implement game plan effectively. 3. Relationship management across a diverse stakeholder group. 4. Developing a culture of success with shared values both on and off the field. 5. Promoting the club and its brand.

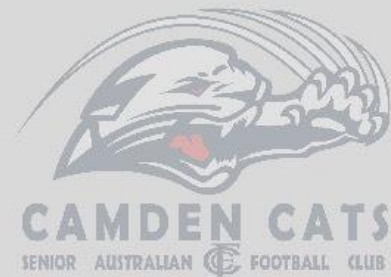
Section	Description	KPI
Key Result Areas	<p>1. Develop Club's football program and coaching strategy</p> <ol style="list-style-type: none"> a) Responsible and accountable for the development and implementation of the Club's football program and coaching strategy. b) Develop game plan and style of play consistent with Club's football strategy. c) Game plan provides a framework for player retention, recruitment and development. d) OWN the football program from start to finish and think outside the box at all times 	<p>Game Plan</p> <p>On-field Performance</p>
	<p>2. Overall coaching and mentoring of players and coaching staff - implement game plan effectively</p> <ol style="list-style-type: none"> a) Develop training sessions and presentations to the playing group. b) Develop scorecard of key performance indicators of playing group's progress. c) Nurture skill development strategies and tactics for a variety of situations and opponents. 	<p>Improvement in Players AND Team</p> <p>Leadership and Management</p>

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	<p>d) Manage the implementation of the coaching program, including:</p> <ul style="list-style-type: none"> ▪ match committee ▪ match day ▪ match review ▪ recruitment of players ▪ development of players ▪ retention of players <p>e) Communicate regularly with players across all grades/teams</p>	<p>Cont.</p>
<p>3. Relationship Management</p>	<p>a) Positive working relationships with all players, coaching and support staff.</p> <p>b) Positive working relationships with Director of Coaching, VP Football Operations and President.</p> <p>c) Positive working relationship with the Club Executive and Committee.</p> <p>d) Positive working relationship with AFL Sydney, GWS Academy, Swans Academy, surrounding AFL Leagues and other industry stakeholders.</p> <p>e) Positive working relationships with all Junior Clubs in the region.</p>	<p>Relationship Management</p>
<p>4. Develop a culture of success with shared values both on and off the field</p>	<p>a) Establish a professional, positive and disciplined culture for players, coaches and support staff that reflects the Club's core values.</p> <p>b) Provide strong leadership to the playing and coaching groups that encourages a supportive team environment consistent with the Club's core values.</p> <p>c) Understand and implement when required the Club's Code of Conduct</p>	<p>Culture</p>
<p>5. Promote the club and its brand</p>	<p>a) Develop a game plan and strategies that have a positive impact on the Club's financial performance by winning games and premierships</p> <p>b) Communicate effective and consistent media messages (incl. social media).</p> <p>c) Be a role model and ambassador of the Club.</p> <p>d) Develop sound working relationship with Club partners, sponsors and local media.</p>	<p>Commercial Brand Development</p>

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Section	Description
Professional Development	<p>Commitment to ongoing professional development regarding:</p> <ul style="list-style-type: none"> ▪ Trends in the AFL game. ▪ Trends in other sports and relevance to AFL (innovation). ▪ Awareness of general developments in sport science, medicine, recovery and technology. ▪ Leadership and management techniques. ▪ Communication ▪ Study tours of other sports codes and/or team environments relevant for incorporation into the Club's football/coaching strategy.
Performance Review	<p>Half-Year Review (formal) - conducted by Director of Coaching and President</p> <p>Annual Review (formal) - conducted by Director of Coaching and President</p> <p>Football Development Program including areas of improvement, academies, junior pathways, surrounding leagues, player retention, development and recruitment to be discussed, agreed upon and signed off by Head Coach, Director of Coaching and President annually.</p>

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