



ROLE ADVERTISEMENT

CHIEF EXECUTIVE OFFICER

Organisation: Football NSW

Position: Chief Executive Officer (CEO)

Reports to: Chair and Board of Directors

Location: Sydney, Australia

Compensation: AUD 275,000 per annum (package)

Tenure: 3 years, opportunity to extend by mutual agreement

Contract Type: Permanent

Hours: Full-time

Applications Close: 5pm AEDT, Friday 24 March 2017

Expected Start Date: Monday 29 May 2017

ABOUT THE OPPORTUNITY

Reporting to the Board of Directors, Football NSW is seeking to appoint an ambitious, astute and experienced leader to join as its Chief Executive Officer (CEO). The role will lead and empower our energetic, highly-motivated and very capable team of more than 70 people.

The Board of Directors have recently embarked on achieving unprecedented growth and improvement across the football, management and commercial units of the organisation.

The CEO will join during an exciting period for the organisation and will continue to build upon the strong foundation already established, by introducing best-practice systems, capitalising on commercial opportunities and initiating capability-building programs that will lead to optimising the brand of Football NSW, delivering enhanced support to our associations, clubs and participants, and financial reinvestment into football and its facilities.

Given the standing of Football NSW as a leading state association, and football's status as the world's number one participation and most popular sport, this role is clearly one of the most prized sport-business positions in Australia.

ABOUT FOOTBALL NSW

Football NSW is the peak football body in the state and is a not-for-profit organisation with a strong focus on revenue-generation for the purpose of reinvestment into football.

Football NSW is the biggest sporting body in Australia, with more than 300,000 registered participants and over 700 clubs.

Based from our headquarters at Glenwood, at the recently renovated Valentine Sports Park, Football NSW is a member of Football Federation Australia and covers 18 associations and branches and oversees four (4) Men's and three (3) Women's football competitions (semi-professional and professional).

Football NSW exists to:

- Enhance the brand of football
- Grow participation in football in NSW
- Create and deliver education and development programs that guide players, referees and coaches from grassroots to professional level
- Increase and improve football facilities
- Strengthen the management and governance capabilities of member associations and clubs

As part of its strategic plan, Football NSW is focussed on:

- Creating a commercially-viable model for the future of the organisation, including generating revenue from new and diverse sources
- Improving the brand and delivery of football activities and competitions to enhance development of players, coaches and referees
- Implementing best-practice processes and systems of organisational management for improved operational and financial performance
- Developing and delivering 'capability-building' programs that strengthen the governance and management of our member associations and clubs, and those involved in operating them

Further information can be found at www.footballnsw.com.au

ABOUT THE ROLE

Football NSW is looking to appoint a CEO who has a proven track record of achieving strategic priorities, improving organisational performance and providing strong and innovative leadership.

They will be tasked with improving the delivery and development of football, and establishing a culture focussed on delivering greater service and support to stakeholders.

KEY RESPONSIBILITIES

The role has the following key responsibilities:

Board and Governance

- Provide advice, policy development and decision making support to the Board
- Present to the Board annual business plans and budgets that are consistent with Football NSW's strategic direction and policies
- Work closely with the Company Secretary to ensure strong governance systems and management

Forward Planning and Strategy

- Lead, in conjunction with the Board, the development and implementation of Football NSW's strategy, objectives and priorities

Organisational Culture and Performance

- Demonstrate strong people management skills, through constructive and collaborative communication, providing leadership to the senior management team, and mentoring and offering opportunities for professional development and advancement of our people
- Assume personal accountability for the overall culture, operational performance, financial integrity, and the organisation's relationship with members and stakeholders

Relationships

- Establish and foster articulate, collaborative and constructive relationships with all non-football stakeholders, including government and their agencies, commercial and other partners
- Foster collaborative and constructive relationships with Football Federations Australia, other State Federations and A-League clubs to help the organisation achieve its strategic objectives and priorities

Stakeholder Service and Support

- Lead the development and delivery of a 'capability-building' program intended to continually strengthen the governance and management capabilities of member associations and clubs, and those involved in operating them

Development of Football

- Oversee the delivery and management of all Football NSW's competitions to achieve football performance, commercial and competition management benchmarks
- Oversee the development and delivery of football education and development programs for players, coaches and referees to achieve football development and performance and commercial benchmarks

Business and Facilities Development

- Establish and deliver *perpetual* commercial revenue growth
- Assist in developing and establishing an innovative and diverse commercial revenue plan
- Assist in identifying and negotiating new and improved funding arrangements from Government departments and agencies
- Lead and oversee the continued development, improvement and effective management of Valentine Sports Park

Communications and Brand

- Oversee media releases and liaise in a positive and articulate manner with media, as required
- Communicate systematically to all members and stakeholders on the decisions, activities, developments and progress of Football NSW and football in NSW
- Establish and then foster the organisation's high standards of corporate citizenship and social responsibility

Finance, Risk and Regulatory

- Oversee the financial performance, and compliance and effectiveness of financial management systems, of the organisation
- Ensure compliance with all financial, audit, risk, corporate, statutory and regulatory requirements

Please refer to the full job description for a complete list of responsibilities

REQUIREMENTS FOR THE ROLE

Required

- Bachelor's Degree – A Master's would be a plus
- Minimum 7 years Senior Management experience
- Dependable, empathetic and cooperative with admirable interpersonal values

- Demonstrated commitment to integrity and ethical conduct
- Strong commitment to individual and organisational accountability
- Professional presence and exceptional communication skills including written, verbal and strong public speaking skills
- Demonstrated ability to lead and mentor a diverse team of highly motivated and talented people and business units
- Experience in working with and reporting to a Board of Directors
- Skilled at building strong, collaborative and constructive relationships with members and critical stakeholders
- Demonstrated experience in developing and delivering strategic plans and objectives
- Ability to produce strategically-focussed, clear and accurate reports
- Financial literacy with ability to manage financial resources astutely and strictly
- Strong understanding of governance, legal, and risk policies and systems
- Experience in policy development

Preferred

- Strong and diverse commercial acumen
- Passion and knowledge of the football/sports business
- Senior Management Experience (or officeholder) in sports organisation
- Demonstrated experience in developing and delivering creative and innovative commercial revenue growth strategies
- Demonstrated experience in league and competition management
- Demonstrated experience in delivering 'capability building' programs
- Knowledge of high performance sports systems and their delivery

APPLYING FOR THE ROLE

Please provide:

1. A resume/CV
2. A cover letter (maximum of 5 pages) that details your experience and addresses how you have previously met the key responsibilities of this role.
3. An answer to each of the three (3) pre-screening questions (listed below). We are looking for you to demonstrate your attention to detail, focus and competency in your answer (each answer should be between 500 and 750 words).
4. Once completed, email the above to the attention of the Chairman at cejob@footballnsw.com.au, before 5:00pm AEDT, Friday 24 March 2017

Pre-screening questions

- **Capability Building**
 - Provide an example when you have led, or supported, the development of a 'capability building' program for stakeholders. What were the key focus areas of the 'capability building' program? Who were the stakeholders that the program was intended for? What was the process of delivery of the program? How did the delivery of the program benefit the stakeholders and the 'end-users' (e.g. participants, customers)?
- **Strategic development and execution**
 - Provide an example where you have been required to lead or support the execution of a strategic plan. Who was involved in developing the strategic plan? What was the process followed in developing the strategic plan? What were some of the main Key Performance Indicators that may be relevant to Football NSW's business, and how were they measured? What creative initiatives did you develop in helping to achieve some of the KPI's? What course of action was initiated when targeted performance milestones were not achieved?
- **Organisational Change and/or Business Turnaround**
 - Provide an example where you have been required to lead or support an action of 'change' or 'business improvement' with or within an organisation. What were some of the pain-points/weaknesses, that instigated the need for this course of action? How did you present the decision and implementation of this course of action to stakeholders? How did you involve, motivate and support your team to be positively engaged and involved in this process? What process was followed to develop mitigation plans, if targeted objectives were not achieved?