



JOB DESCRIPTION

WEST ADELAIDE FOOTBALL CLUB

Position Title	Development Team (SANFL Reserves) Head Coach
Reports To	West Adelaide Football Manager – West Adelaide Senior Coach
Group / Department	Game Development
Effective Date	November 2017

Position Title	Development Team (SANFL Reserves) Head Coach
Key Objectives	<p><i>To develop players selected by from the West Adelaide Football Club Senior List in</i></p> <ul style="list-style-type: none"> • <i>Personal Technical ability</i> • <i>Game Sense skills - teamwork</i> • <i>Fitness – both physiological and psychological</i> • <i>To provide coaching expertise and leadership for the Development (Reserves) football team of the Club.</i> <p><i>To be involved with an ongoing coach development and assessment program to enhance the coach’s ability to provide best practice educational opportunity for player development.</i></p>
Direct Reports (if applicable):	<i>Nil</i>

KEY RELATIONSHIPS

Internal

- **Football Manager**
- **Senior Head Coach**
- **Talent Coordinator**
- **Assistant Coaches**
- **Senior coaching staff**
- **Medical Staff**
- **Conditioning Staff**
- **Support Staff**
- **Senior Listed Players**

External

- **AFL Recruiting Managers**
- **National Championship team coaches**
- **Specific Educators**

OVERVIEW OF ROLE

Key responsibility:

- Develop the League Club's Coaching Program for the Development (Reserves) team to meet the best practice model in conjunction with the League Club Coaches.
- To coach and develop players of the club to perform consistently at their highest level

Associated responsibilities:.

- Prepare a program with appropriate activities in conjunction with the Senior Coach and other assistant coaches to coordinate the coaching of The Senior Listed Development (reserves) players within the League Club. i.e, ensure clear policy and procedure in coaching throughout the club's talented player pathway and to be proactive in the design and implementation of the coaching curriculum.
- Maximise the opportunity for the Development League players on the Senior List to be the best they can be through –
 - Ongoing personal assessment
 - Meeting with other League Club coaches (Senior & Development)
- Prepare and publish a balanced program to address the procedures that will enhance
 - The player's personal Technical Skills.
 - The player's Game Sense (technical skill performance and decision making).
 - The player's personal Physiological & Psychological well-being within a team in a high performance environment.
 - Responsibility to represent the Game in the community as a high performance player – role modelling.
- Emphasises individual player development
- Emphasises individual contribution, and consideration of others, as essential components in a team environment
- Considers the players' long term participation in football at a variety of levels
- Promotes a balanced approach to the players' broader personal activities.
- In conjunction with Senior Coach develop/revise code of conduct for coaching staff and players that supports the objectives of the Club on and off the field.
- In conjunction with Senior Coach liaise with junior grade coaches to establish a consistent coaching policy throughout the Club.
- In conjunction with Senior Coach assist with junior development where possible and appropriate
- Provide game day coaching expertise

KEY RESPONSIBILITIES & JOB PROFILE

Planning and implementing training

- Preparation, communication & implementation of training
- Ensure the program reflects an appropriate lifestyle balance
- Individual player development & education
- Team education
- Team strategies & team rules

Match day operations / functions

- Delivering game day plan
- Team strategies & team rules implemented
- Ensure appropriate roles/structures are in place for assistant coaches
- Ensure the style of game played reflects an overall club theme & competition policy

Information and communication management

- Provide player verbal and/or written feedback
- Appropriate instructions to players at training, pre, during & post matches
- Deliver video analysis post match

Talent identification / selection

- Liaise with senior coaching staff
- Conduct weekly selection meeting
- Monitor zone results
- Regular list management meetings with all club coaches (Report any deficiencies requiring urgent attention in performance and training to the Senior Coach)
- Liaise with the U18 Teams Coach on possible promotion of players to Development (reserve) grade.
- Attend, on occasions U18 training sessions/matches to familiarise yourself with the players

Human resource management

- Assist in the recruitment of professional staff (using appropriate requirements)
- Clearly demonstrate preferred staff structures
- Encouragement of staff integration & development
- Demonstrate leadership/feedback to all coaches relevant to their roles

General

- Provide information to players about their performances, development & directions
- Provide advice and instructions to individual players and the team in respect development, skills and tactics
- Actively assist in the area of coach education for football in conjunction with Club.
- Attend coach education workshops as necessary to update knowledge.

QUALIFICATIONS

- Level 2 coach accreditation on appointment.
- Complete AFL High Performance Course (Level 3) at end second year of appointment.

COMPETENCIES

- Exposure to development programs
- Highly developed verbal and written communication skills
- Demonstrates ability to identify and foster young talent
- Information Management skills
- Football Knowledge
- Relationship / People Management skills
- Planning and Organisation skills
- Effective Communication skills
- Team Leadership

PROFESSIONAL DEVELOPMENT

Commitment to ongoing professional development regarding:

- 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

Study tours of other sports codes and/or team environments relevant for incorporation into the Club's Football/Coaching strategy.

PERFORMANCE REVIEW

Half-Year Review (formal) - conducted by CEO, FM & Senior Coach

Annual Review (formal) – conducted by CEO, FM & Senior Coach

Development plan for improvement discussed and agreed upon.