



## AUSTRALIAN FOOTBALL LEAGUE POSITION DESCRIPTION

**Position: Multicultural Program  
Coordinator**

**Date: April 2011**

**Department: Community Engagement**

**Overview of Role**

The Multicultural Program Coordinator (MPCMPC) will operate under direction of the Multicultural Programs Manager.

The priority of the MPC is to develop and facilitate opportunities to engage people from diverse cultural backgrounds to broaden both the participation and fan base of Australian Football in NSW and the ACT.

The position is responsible for direct program delivery and development with an emphasis on programs and activities for culturally and linguistically diverse (CALD) young people and their families. The incumbent will be required to work closely with school staff, young people and parents, community organisations, community leaders and AFL Clubs to implement specific programs.

The MPC role will involve working with AFL NSW/ACT's Regional Managers and staff, aligned AFL Club personnel, and local League and Club networks to co-ordinate and optimise delivery of programs.

The employee is accountable for the quality, effectiveness, cost and timeliness of the programs, projects or work plans under their control and for the safety and security of the assets being managed. The employee must ensure that all employees, students and volunteers under their direction are trained in safe working practices and in the safe operation of equipment and are made aware of all occupational health and safety policies and procedures.

The employee has authority to sign routine correspondence. Anything of a contentious nature is to be referred to the Multicultural Programs Manager in the first instance for action.



**Key Relationships**

**Reports to:**

Multicultural Programs Manager

**Other Key Relationships:**

- AFL NSW/ACT Community Engagement Manager
- AFL Multicultural Project Coordinator
- AFL NSW/ACT Participation Manager
- AFL NSW/ACT Manager Competitions and Community Football
- AFL Victoria Multicultural Program Staff
- AFL NSW/ACT Marketing and Fan Development Manager
- AFL NSW/ACT Manager Greater Western Sydney
- AFL NSW/ACT Community Engagement Manager – Greater Western Sydney
- AFL NSW/ACT Participation Manager
- AFL NSW/ACT Schools Coordinator
- Aligned AFL Club representatives
- Community Organisations targeting the Multicultural Sector, i.e. Migrant Resource Centres
- League and Club administrators
- Auskick Coordinators
- School teachers/Sport Coordinators
- Government Agencies



**Job/Task Profile**

- Establish rapport with young people, teachers, parents/carers and/or community organisations to implement the AFL NSW/ACT Multicultural Program, provide strategic advice and options to facilitate engagement and involvement of CALD young people and the multicultural community.
- Work closely with AFL NSW/ACT Region Development Managers to integrate the multicultural program and region development program strategy and implementation.
- Ensure strong relationships are built with the relevant staff of aligned AFL Clubs.
- Raise awareness of participation opportunities for young people and their families, and act as a resource and referral point for the community, local League, Club and AFL Auskick Centers.
- Provide support and advice to AFL NSW/ACT staff in relation to issues relevant to the multicultural sector and engaging and communicating with people from CALD backgrounds.
- Influence Junior and Senior AFL Clubs to embrace multicultural diversity.
- Undertake to implement any program, project or initiative identified for the Multicultural Program.
- Represent the AFL NSW/ACT at relevant community festivals and cultural events of significance.
- Contribute to the development of a community member database for the Multicultural Program.
- Work with ethnic and mainstream media partners and the AFL NSW/ACT Marketing and Media Teams to create and drive promotions and content.
- Control and maintain the use and storage of equipment and material utilised in the Multicultural Program & associated activities.
- Identify and supervise casual staff.
- Collect and evaluate all relevant data and information from activities run throughout the year for future reference and improvements, and maintain an up to date knowledge of youth services and programs within the region and surrounding area for dissemination.
- Coordinate and provide a safe environment for participants of programs to be transported to venues in a safe and efficient manner.
- Provide support and co-operate with other people in the Football structure, in order to achieve individual, departmental and corporate objectives.



**Key Selection Criteria**

**Essential:**

- Experience in working with young people from CALD backgrounds and their families, schools, community organisations, government and non-government organisations providing services to CALD communities.
- Written and spoken fluency in a language other than English.
- Demonstrated experience in the delivery of sport and recreation or community development programs.
- Ability to identify opportunities for game growth and implement related projects and programs.
- Demonstrated personal initiative and ability to work effectively unsupervised in a regional office and in the field
- Well developed verbal and written communication, interpersonal and presentation skills.
- Ability to use a computer and Microsoft software.
- Current NSW Driver's Licence and access to a vehicle.
- Proven ability to effectively manage a diverse and extensive portfolio of projects concurrently.
- Experience in planning and coordinating events.
- Established ability to bring together and coordinate a diverse range of project partners.

**Desirable:**

- Australian Citizenship or permanent residency.
- Tertiary qualifications in Teaching, Sports Coaching, Recreation, Education, Marketing or equivalent depth of experience.
- Sound knowledge of the sport and recreation industry, particularly related to community clubs, AFL Auskick and school football networks.
- Experience working with volunteers.
- Good understanding of the football network in the region.
- Level One coach accreditation or ability and willingness to achieve accreditation.
- Knowledge of relevant ethnic media groups.
- A current First Aid Certificate.



**AFL Values**

**Our LEGACY:** *leaving the game and community in better shape for future generations.*

*Three pillars that support our legacy principle: Accountable, Progressive and Respectful*

➤ **Accountable**

- Focus on delivering or exceeding performance objectives
- Responsible for our actions and results and do what we say we will
- Act with integrity – deal with all people honestly, ethically and transparently
- No surprises
- Make decisions in a timely manner, even when under tight deadlines and pressure
- Be prepared to go the extra mile
- Persevere when faced with setbacks

➤ **Progressive**

- Strive for constant improvement
- Respect the great history of our game and its role in the community but challenge the status quo
- Find new and creative ideas to innovate
- Focus on the future
- Embrace change and new ideas

➤ **Respectful**

- Embrace and respect diversity and inclusion – understand and value the differences in every person
- Acknowledge the efforts of others
- Listen actively and consider other viewpoints
- Cooperate with others
- Help team or other departments or stakeholders in getting work done
- Act with humility and modesty