



## Position Description

<b>Position Title</b>	Country Manager – North West Victoria
<b>Position Reporting To</b>	Chief Executive Officer
<b>Employment Status</b>	Full Time, 2-year fixed contract
<b>Location</b>	Remote location to be agreed
<b>Salary</b>	TBC
<b>Date</b>	September 2021

### Position Purpose

This role manages all forms of bowls and bowls administration within the Region, working closely with both the Region Board(s) and Bowls Victoria.

The CM – NWV is responsible for leading and managing the day-to-day playing, operational, commercial, financial and participation objectives, as well as stakeholder management. Most importantly, the CM – NWV plays a leadership role in creating and maintaining a positive organisational culture for bowls in Regional Victoria.

The role will enable Bowls Victoria's strategic plan to be successfully implemented for the betterment of bowls within the region and indeed across Victoria.

### Key Responsibilities

#### **To lead, manage and drive the effectiveness and efficiency of bowls administration within the Region**

- To lead, manage and drive the region's strategic and business plans including consultation with local stakeholders and Bowls Victoria
- Develop, establish and maintain best practice management and operating policies.
- Conduct regular evaluation to ensure optimal and compliant business activities.
- Execute key bowls projects, initiatives or other activities as directed from time to time by Bowls Victoria.
- Develop and manage the financial aspects of the Region with the Region Treasurer including the development of the monthly and annual budget process including related revenue/expenditure forecasting.

#### **To lead, manage and drive events and competitions within the Region**

- Oversee the scheduling and delivery of a quality events calendar that highlights and promotes Bowls Victoria's suite of opportunities to play.
- To manage pennant competitions within the Region.
- To manage State Events within the Region.
- To lead, manage and drive new events for a new audience.
- To develop/implement options targeting selected under-represented populations within the Region.

**To lead, manage and drive the participation program within the Region**

- Support in the development of a regional focus to improve engagement, participation rates and strategic growth linked to the delivery of Bowls Victoria's plans.
- To manage and drive BV participation programs with the aim to grow participation.
- To manage and drive systems and incentives that facilitates broadening participation numbers to include both traditional forms of membership and social participants.
- To implement the BV suite of programs and promotions targeting selected under-represented populations.
- To develop/implement/improve a range of resources to enable the improvement of club facilities to assist promote the sport through membership recruitment and retention.

**To lead, manage and drive the commercial growth of the sport within the Region**

- Identify and pursue strategic growth opportunities to support the overall strategic objectives and business plans.
- Proactively manage and grow all aspects of the Regions business to achieve revenue growth, partnership development and drive increased exposure.
- Explore new opportunities to improve capacity and expand reach through the media, social media, online and other broadcast platforms.
- Develop and manage all partnerships with key stakeholders and related third parties.
- Create and develop sponsorship opportunities, and achieve agreed commercial revenue targets

**To lead, manage and drive quality stakeholder relationships**

- Serve as the primary spokesperson and representative of the Region in consultation with the Region Chairperson.
- Develop and maintain productive relationships with all Member Clubs, Regions, Playing Areas as well as Bowls Victoria partners, local Councils, State Government representatives and the various local media outlets and personnel.
- Liaise with other community-based organisations and build relationships when and where appropriate.

**To lead, manage and drive the Regions representative teams**

- To monitor and manage the calendar of events/training for representative teams in preparation for State events.
- To maintain and promote our position on "pure" performance in sport in conjunction with the VIS/AIS/ASADA.
- To identify programs that link to potential high performance providers including institutes of sport, regional academies, universities and other providers.
- To assist to build the high-performance culture across the Region.
- To foster relationships between BV and other Regions, along with other agencies responsible for elite bowling in selected special populations.

**To lead, manage and drive the volunteer (and paid) workforce within the Region**

- Develop a high-performance culture for regional staff and volunteers that reflects Bowls Victoria's direction.
- To facilitate the development of club volunteers to ensure the services provided to members and other stakeholders are relevant and valued.
- To ensure the Region's workforce has access to education and resources designed to enhance quality service delivery.

- To implement the BV coaching structure that supports and enhances the high-performance program and pathways events.
- To implement the BV officiating structure that supports and enhances the high-performance program and pathway events.

#### **Other duties as required**

- Participate in an annual performance appraisal with the Region Chair and BV CEO
- Contribute to BV's strategic plan.
- Prepare reports for acquitting funds to SRV, VicHealth, VicSport.
- Prepare reports as required by the CEO.
- Ad-hoc duties as required.

#### **Reporting**

**Reporting to:** Chief Executive Officer

**Positions Reporting to:** range of volunteers within the Region

#### **Key Relationships**

- Region Board and Region Committees.
- Member Clubs.
- Bowls Victoria CEO, Staff, Board and Committees.
- Regional Bowls Manager.
- Local Council and State Government representatives.
- Local media representatives.
- Region Representative players.
- SRV, VicHealth, VicSport, RSAs.
- Bowls Victoria Club Communication Officers.
- Sponsors, partners and funding bodies.
- Bowls Australia.

#### **Knowledge & Skills**

- An understanding of bowls networks in the Region and/or Country Victoria more generally.
- Experience in bowls will be highly regarded.
- Previous Sports Management experience will be highly regarded.
- Experience in facility development, management and local Council relations will be highly regarded
- Experience in managing community programs or knowledge of engagement programs and initiatives.
- Experience delivering high performance and participation initiatives/programs is highly desirable.
- Advanced interpersonal skills and team leader abilities.
- Proven ability to project manage multiple projects.
- Outstanding presentation skills.

## Qualifications

- Tertiary qualifications in management, sport management (or similar field) or business are very highly regarded. Relevant work experience in lieu of tertiary education will be considered.

## Other Requirements

- A strong interest in sport with the desire to contribute significantly to the growth in bowls participation and performance.
- To associate with the behaviours aligned to Bowls Victoria Values which are Adaptable, Inviting, Unified, Supportive & Efficient.
- Ability to work flexible hours including nights/weekends and to work well in an autonomous environment.
- High level of computer literacy with Microsoft Office and database management.
- Experience within the sporting or leisure industry and working within not-for-profit associations is desirable.
- Willing to learn new skills and knowledge of the sport where necessary to effectively undertake the role.
- Friendly, approachable and have good relationship management skills.
- Working with Children Check.
- Drivers Licence.
- Own vehicle.

**Updated:** September 2021

**Date for review:** September 2023

### **Approval:**

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The list of responsibilities herein is not intended to be all-inclusive and may include additional responsibilities as required and assigned. It may become necessary to modify/change the Position Description from time to time. Please sign as understanding and acceptance of the Position Description.

Employee Signed: \_\_\_\_\_ Date: \_\_\_\_\_

CEO Signed: \_\_\_\_\_ Date: \_\_\_\_\_