



**Chief Executive
Officer**

Family of League

SPORTSPEOPLE
RECRUITMENT



- **National High-Profile Charity**
- **Strategic Leadership Opportunity**
- **Based at Sydney Olympic Park**

About Family of League

The Family of League Foundation is a membership-based Not for Profit organisation that provides emotional, physical and financial support to the men, women and children of the rugby league community. The Foundation assists grass roots volunteers, past players, administrators and referees across all affiliated levels of the game. It has deductible gift recipient status.

The Family of League has grown into a network of over 5,000 members and over 300 volunteers from 30 dedicated volunteer committees, supported by the small team of nine dedicated staff in the Family of League Sydney Headquarters and Brisbane office.

Originally established as Men of League in 2002, for 22 years the organisation has dedicated more than 10,500 volunteer hours to social and emotional support and provided over \$11 million in financial support to those who have made a demonstrable contribution to rugby league and are 'in genuine need and unable to overcome that need from their own resources'.

In addition to significant grants from the NRL and licensed clubs, Family of League relies heavily on fundraising events that are largely held by its network of committees within their own geographic footprint, along with an annual Queensland lunch and a National event.

VISION: We are a unique, independent game-specific Foundation changing lives through practical assistance, referrals, social and wellbeing support offered in a professional and timely manner to those within the rugby league community who have contributed to the game. We care - financially, socially and emotionally.



Chief Executive Officer

Reporting to the Board, via the Chair, the Chief Executive Officer will provide leadership, direction and oversight across all aspects of the Foundation including strategic plan execution, business operations, procedures and policies, revenue and membership growth. Leading staff based in Sydney and Brisbane, the CEO through the Queensland State Manager and other members of the executive, also coordinates the activities of volunteer Committees to implement plans that deliver strategic outcomes.

The key areas of focus for the next phase of the Foundation will involve:

- leadership in relation to identifying and activating new revenue streams to deliver growth
- refreshing and supporting the loyal committee structure in an increasingly time-poor volunteering landscape
- engaging with new demographics including women, youth and the game's many cultural communities
- further enhancing digital capability and social media outreach
- providing the executive team with direction and support and the Board with timely and accurate information

To be considered for this role, you will be a dynamic and compassionate leader with a proven track record in senior management roles within the non-profit, membership based, fundraising, philanthropy and/or social impact sectors. You possess a strategic vision and the ability to develop and execute long-term plans and clear operational guidelines that align with organisational objectives, driving growth and ensuring sustainability of the human, financial and intellectual resources of the Foundation.

With a deep understanding of principles and practices of corporate governance, you will have experience reporting to a Board and maintaining open communication with the Chair to ensure the Board are involved in all strategic decisions.

You excel in relationship building, with exceptional interpersonal skills to cultivate and maintain strong relationships with a variety of key stakeholders, including the NRL. You have extensive experience in securing long-term funding agreements, navigating complex negotiations that deliver mutually beneficial outcomes. You have successfully led strategic fundraising initiatives, from events to digital campaigns, and are skilled in engaging donors to secure substantial contributions whilst complying with charity regulations. An understanding of the needs of the rugby league community is highly desirable.



Key Accountabilities

- Provide energetic leadership to the Executive Team and Volunteer network to deliver an effective and united team
- Maximise revenue growth to deliver on the charitable purpose
- Input to and drive the implementation of the strategic agenda and management of the organisation to ensure ACNC Governance Standards.
- Promote accountability and success through the development and implementation of organisation-wide plans, performance measurements and achievement of results.
- Ensure the long-term sustainability of the organisation
- Foster and support a culture of diversity & inclusion, continuous improvement and business excellence, recognising achievement and innovation.

Key Responsibilities

- Facilitate all formal and informal reporting to the Chair, Board of Directors, and Board Committees
- Formulate and enact appropriate operational plans and procedures to deliver the core objectives of Family of League Foundation with respect to financial sustainability, membership and wellbeing
- Oversee and manage design, marketing, promotion, delivery and quality of programs and projects in association with relevant Board Committees, staff and contractors.
- Develop and recommend a budget to the board annually and ensure its implementation.
- Effectively manage the human resources of the organization according to authorized personnel policies and procedures that fully conform to current laws and regulations.
- Provide motivational leadership for Foundation staff and volunteers. Develop and maintain an effective performance management system, high levels of teamwork and communication within the broader staff team.
- In concert with the Chair, represent Family of League at forums, both Family of League convened and external, to propagate awareness in the wider market and engagement with Family of League membership.
- Ensure the organisation and its mission, programs, products and services are consistently presented in strong, positive image to relevant stakeholders.
- In consultation with the Chair and Board, oversee fundraising planning and implementation, including identifying resource requirements, establishing strategies to approach sponsors, submitting proposals and administrating fundraising records and documentation.

Key Performance Indicators

The CEO's performance will be measured by:

- Aligning Operations to Support the Strategic Plan
 - Financial performance relative to budget
 - Develop and implement an annual Operational Plan with KPI's, supporting the Strategic Plan
 - Effective objective-setting and performance management system for all staff
- Execution of strategic objectives
 - Growth in membership from non-traditional cohorts
 - Growth in sponsorship from new sources
- Build Digital Capability and Reach
 - Growth of digital reach (social media & website)
 - Video content
 - Growth of revenue through digital channels
 - Wellbeing digital platform
- Support Volunteers - Committee Succession
 - Maintain number of active committees
 - Growth in non-traditional committees
 - Effective meetings and actions
- Strengthen Wellbeing Pathways
 - Completion of Wellbeing Procedure SOPs and subsequent training program
 - New referral pathways through Rugby League / clubs, NSWRL/QR /VRL and other cohorts
 - Deliver wellbeing spend to annual target (grant development guidelines, unspent grant amounts below agreed levels)
- Grow the Revenue Base
 - Growth of sponsor donations
 - Growth of event revenue
 - Growth of online revenue
 - Maintenance of NRL sponsorship
 - Growth of total membership

Key Relationships

The Chief Executive Officer is responsible for the performance of a staff, located in both the Sydney and Brisbane offices.

Direct Reports

- Head of Finance & Technology
- State Manager - Queensland (manages the Administration Officer)
- National Wellbeing Manager
- National Wellbeing Lead
- National Manager - Marketing & Communications
- National Manager - Partnerships, Fundraising & Events
- Membership & Database Administrator

Internal Stakeholders

- Board Chair
- Board Directors
- Members
- Committee Presidents

External Stakeholders

- ARLC/NRL
- Corporate partners
- Government
- Media
- Fans of the game

Selection Criteria

Candidates applying for this role must demonstrate relevant experience in the core functional areas outlined in the Position Overview and possess a range of personal skills and attributes, including:

Qualifications & Experience

- Tertiary qualifications in Management, Sports Management, Management in the Not-for-Profit sector, or Business (Post Graduate qualifications preferred)
- Commercially astute with a successful track record in a management senior role, preferably in a membership-based organisation with emphasis on growing Committee structure and success
- Previous experience in developing successful and strategic fundraising and marketing outcomes, ideally in the Not-for-Profit sector, including sponsorship, partnerships and donors
- Previous experience in reporting to a Board, with a deep understanding of principles and practices of corporate governance
- Experience in the delivery of wellbeing programs, with knowledge of its application to the Australian sporting community
- Demonstrated excellence in motivational leadership, fostering effective teamwork, dealing with performance and behavioural gaps, intra-team communication, goal setting and team motivation
- Knowledge of the Rugby League community is highly desirable
- Experience and/or capability as a Company Secretary is desirable

Personal Attributes

- Demonstrated effective time and task management skills
- Excellent written and oral communications skills
- Professionally presented
- Highest level of integrity and ethical standards
- High energy leadership and excellent interpersonal skills
- Strong commitment to delivering superb customer service
- Ability to achieve results within time constraints and conflicting priorities in a small team environment
- Ability to work methodically, to a timeline and with attention to detail
- Excellent analytical skills
- Ability to work autonomously as well as in a team environment
- Openness to change and innovation
- Creation and management of stakeholder relationships
- Digital understanding and capability

Candidates must be an Australian Citizen / Permanent Resident or have unlimited working rights within Australia to be considered for this position.

Hours of Work

This is a full time position. Given the unique nature of the sports industry, and the nature of the organisation working outside of traditional office hours will be required, in particular to attend meetings and events.

Location and Travel

The preference is for this position to be based out of the Family of League head office based at NSWRL Centre of Excellence in Sydney Olympic Park.

Some domestic travel will be a requirement of the role to attend meetings and events.

Remuneration Guide

An attractive remuneration package will be available to the successful candidate, negotiable depending upon skill level and experience. Depending on personal circumstances candidates may be able to take advantage of the salary packaging benefits available through the Not for Profit and Charity status of Family of League. At the time of applying, candidates are invited to indicate their current salary and salary expectations.

Candidates are invited to discuss their salary expectations with Sportspeople Recruitment prior to applying.

Timelines

Final interviews and the appointment of this role are scheduled for October, 2024.

The successful candidate would be expected to commence duties as soon as possible, mindful of notice periods and general availability.

Website & Social Media

For more information and news items on all facets of activities, services and programs, visit:

Family of League website: familyofleague.org.au

Facebook: facebook.com/familyofleague

Instagram: instagram.com/familyofleague

X/Twitter: twitter.com/familyofleague

LinkedIn: linkedin.com/company/familyofleague



Please apply now to avoid missing out!

Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

If you are intending to apply, please do so now. We reserve the right to close the role as soon as sufficient merit applications are received.

Applications close:

5pm Monday 30 September, 2024

Candidates must complete and submit the COMPULSORY **Sportspeople Recruitment Application Form** at the time of applying. The form is available as a download at the Sportspeople Recruitment website listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 1-2 page letter of introduction and an accompanying CV of no more than 6 pages, merged into the Application Form as one MS Word file.

Apply to

Your application should be sent electronically via the "apply now" link at the advertisement via sportspeoplerecruitment.com/jobs

Enquiries

In the first instance general enquiries should be directed to **Scott Oakhill** on **0408 258 337** or **FREECALL AU 1800 634 388** or **+61 2 9555 5000** or via admin@sportspeoplerecruitment.com.

About Sportspeople Recruitment

The Chief Executive Officer, Family of League search and recruitment process is being managed exclusively by **Sportspeople Recruitment**.

Sportspeople Recruitment is a leading executive search and recruitment firm servicing sport business. Celebrating 28 years in 2024 our curated Talent Network has been developed as a result of successfully filling thousands of roles across the A-Z of sport business employers. We offer the most experienced Consultant team in the market available to assist with executive search, general recruitment, hiring strategy, remuneration planning and executive/Board advice.

We are delighted to have been appointed by Family of League as the exclusive search partner for the Chief Executive Officer position - *our 260th Chief Executive Officer search*.

Merit Recruitment

Don't meet every single requirement? Studies have shown women and minority groups are less likely to apply for jobs unless they meet every single qualification. **Sportspeople Recruitment has a reputation as a leader in merit recruitment.** Everything we do has a focus on presenting the best candidates to our client Employer whilst maintaining a commitment to do what we can to address the imbalance of under-represented groups in leadership positions.

If you believe you have what it takes to perform this job but don't tick off every single qualification and experience we've listed, we encourage you to focus on the strengths, experience, qualifications and soft-skills you do have as the reasons you should apply.

Believe in yourself and if still in doubt call our Consultant for a quick chat or simply apply. Without an application we can't consider you and we'll never consider your application a waste of our time.



 **Family of League**