

## POSITION DESCRIPTION

Position Title Chief Executive Officer  
 Reports to Volleyball WA Board of Directors  
 Location 180 Charles Street, West Perth, Western Australia

Direct Reports Administration and Support Manager  
 Competitions and Events Manager  
 Financial Accountant  
 Marketing and Communications Manager  
 Participation Manager  
 Pathways Manager

### About Volleyball WA

The Western Australia Volleyball Association trading as Volleyball WA was founded in 1960 and is the peak body for volleyball in Western Australia. The Association is a not-for-profit organisation which is responsible for the development and execution of the organisation's strategic objectives as included in the VWA Strategic Plan and the Associations Constitution.

### Position Purpose

The VWA CEO is responsible for the execution of the Association's strategic objectives, operational management, fostering stakeholder relationships, driving participation and performance outcomes and providing consistent high-level advice to the Board on operations, policy and planning. The CEO reports to the Board and has full responsibility for 20 staff and the day-to-day operations of the business.

### Key Responsibility Areas (KRAs)

KRA 1	Provide executive leadership and operational management of VWA.
KRA 2	Strategic and Commercial Objectives.
KRA 3	Governance and Compliance.
KRA 4	Financial Management and Organisational Capability.
KRA 5	Communication and Stakeholder Management.
KRA 6	Administration and Support.
KRA 7	Marketing, Communications and Branding.
KRA 8	Programme and Service Delivery.
KRA 9	Competitive Volleyball.
KRA 10	Health and Safety.

KRA 1	Provide executive leadership and operational management of VWA.
1.1	Work in partnership with the Board to achieve the Purpose, Mission and Vision for VWA.
1.2	Foster a high-performing, inclusive organisational culture aligned with VWA's values.
1.3	Lead the implementation and monitoring of the strategic direction for VWA.
1.4	Provide high-level strategic advice to the Board and ensure alignment across all operational activities.
1.5	Provide leadership to staff, volunteers, consultants and affiliates / members.
KRA 2	Strategic and Commercial Objectives.
2.1	Effectively lead a not-for-profit business with revenues of circa \$3.5 million to deliver on its, strategic, operational and commercial objectives.
2.2	Develop more expansive sponsorship, funding and in-kind opportunities from both commercial and non-commercial organisations in the interests of VWA and its affiliates.
2.3	Have an understanding of the broader sporting landscape within Western Australia and Nationally.
KRA 3	Governance and Compliance.
3.1	Provide the Board with comprehensive information and timely advice on all governance matters affecting VWA.
3.2	Ensure compliance with all relevant legislation, regulatory requirements and sports governance standards.
3.3	Identify and manage strategic and operational risks for the organisation and ensure these risks are being monitored and managed effectively.
KRA 4	Financial Management and Organisational Capability.
4.1	Oversee budgeting, forecasting and financial reporting to ensure sustainability and growth.
4.2	Proven ability to deliver financial outcomes aligned with Board-set targets, including accountability for achieving bottom-line results and driving sustainable profitability.
4.3	Working with the VWA Staff Executive team maintain, develop and enhance initiatives to grow the pathways (sporting and community) in metropolitan and regional areas for players, coaches, officials, volunteers and club administrators.
4.4	Demonstrate ability to develop and present robust business cases, including financial justifications and risk assessments, to support strategic initiatives and secure Board approval.

KRA 5	Communication and Stakeholder Management.
5.1	Demonstrated communication skills with the ability to interact and establish professional strategic relationships with internal and external stakeholders.
5.2	Maintain strong relationships with key stakeholders including Volleyball Australia, WA Government agencies (State and Local), affiliates, schools, sponsors, community organisations and other sporting organisations.
5.3	Ensure opportunities to influence government policy and industry leaders to accurately and robustly represent volleyball in the Western Australian community.
KRA 6	Administration and Support.
6.1	Working with the VWA Staff Executive team ensure the continuing development of the business platform and culture capable of continuously improving, developing and achieving. Foster innovation and continuous development.
6.2	Manage and monitor VWA resources within established budget guidelines and in compliance with the relevant FairWork Australia, and other relevant Human Resources laws and regulations.
6.3	Champion the use of data and digital innovation to drive operational efficiencies, enhance member services, and track sport participation trends.
KRA 7	Marketing, Sponsorship and Communications.
7.1	Maintain and manage the stakeholder and sponsorship servicing functions to ensure that VWA has the resources to manage and deliver the operational requirements.
7.2	Oversee the marketing and communication functions ensuring that the core communications platforms deliver relevant and timely information to the members, affiliates and core stakeholders.
7.3	Identify and diversify revenue streams for VWA including sponsorships, merchandising, and partnerships.
7.4	Experience engaging with government funding agencies and navigating sport sector funding specifically in securing, applying and acquitting government grants, ensuring compliance and funding requirements are met.
KRA 8	Programme and Service Delivery.
8.1	Lead and manage a multidisciplinary team, fostering a collaborative, inclusive and high-performing workplace culture that attracts and retains talented staff and volunteers.
8.2	Ensure the delivery of an affiliate membership structure that encourages increased membership and member engagement.
8.3	Drive projects and activities that promote the community value for participation in volleyball.

KRA 9	Competitive Volleyball.
9.1	Lead implementation of key competitions (state and national) to ensure that all competitions and events are delivered at the highest possible standards.
9.2	Continue to develop strong commercial and operational relationships with facilities, venues and 'places to play' (eg: Venues West, Local Government, Leisure Centres and Schools) to ensure access to indoor facilities (Hardcourt and Indoor Beach) and beaches for VWA and its affiliated Clubs and Associations.
9.3	Manage, review and report on both state and national educational courses, forums and resources for coaches, officials, volunteers and administrators.
9.4	Lead implementation of pathways development, talent identification, community engagement and commercialisation.
KRA 10	Health and Safety.
10.1	Ensure a safe working environment by ensuring compliance with all legal and regulatory Work Health and Safety responsibilities and procedures.
10.2	Ensure continuous development and improvement of Health and Safety policies and procedures.

### Position Knowledge, Ability and Skills (Competencies)

- Proven experience in a senior leadership role within a dynamic environment. An understanding of the not-for-profit sector and / or sport and recreation industry within Western Australia will be highly regarded.
- Exceptional communication, negotiation and advocacy skills with a demonstrated ability to engage effectively with staff, the community, stakeholders and all levels of government.
- Demonstrated success in Strategic, Strategic Risk and Operational Planning,
- Strong financial literacy with demonstrated experience in developing and managing organisational budgets and financial processes and procedures.
- Demonstrated ability to make commercially sound business decisions, ideally within the context of a not-for-profit organisation.
- Strong governance knowledge and experience working with a Board of Directors.
- An exceptional work ethic with the ability to work under pressure, plan workloads and effectively delegate to others.
- A commitment to always act with personal credibility and integrity.

### Qualifications

- Relevant tertiary qualifications and / or at least five years experience in a senior management or CEO role ideally in the sport and recreation industry in Australia.
- Appointment will be subject to a satisfactory Criminal Record and Working with Children Checks.

### Appendices / Links

<https://volleyballwa.com.au/wp-content/uploads/2021/12/VWA-Strategic-Plan-Summary-2022-2025-1-2.pdf>

<https://volleyballwa.com.au/wp-content/uploads/2019/05/Volleyball-WA-Constitution-March-2019-FINAL.pdf>