POSITION DESCRIPTION

Senior Head Coach | WAFL League

Position	Senior Head Coach – WAFL League
Appointment	Fixed-term appointment; workload and structure negotiable
Remuneration	Negotiated with the successful candidate
Reports to	Chief Executive Officer
Football oversight	Football Affairs Committee

POSITION PURPOSE

Lead Claremont Football Club's WAFL League program to achieve sustained on-field success. Set the football philosophy, team standards, training program and match-day strategy, while developing players and coaches in a positive, accountable, high-performance environment.

Working closely with the Football Manager, build alignment across men's/women's programs and development pathways, support effective list management and represent the Club in a manner consistent with its values.

OUR CLUB, OUR ENVIRONMENT

Claremont is a proud club with a strong history and a clear focus on its future. We aim for sustained football success, strong leadership, meaningful community impact and an environment in which people can reach their potential.

Our environment is shaped by three values:

CONNECTION	CALIBRE	CARE
We are present, communicate openly and build authentic relationships across football, administration and our community.	We bring professionalism and accountability, take ownership and continually look for ways to improve.	We look after our people and Club, treat others with respect and create a safe, welcoming environment.

For the Senior Head Coach, these values must be evident in how players are coached, people are led, decisions are made and the Club is represented.

KEY RESPONSIBILITIES

1. Football Strategy & Performance

- Lead the League program with a clear coaching philosophy, contemporary game model adapted to the playing list and measurable performance standards.
- Plan and review season objectives, game performance, opposition analysis and areas for improvement.
- Work with the Football Manager to align football priorities with Club strategy and agreed resources.

2. Training & Match-Day Leadership

- Plan and deliver structured training across preseason and the competitive season, balancing performance and individual development.
- Lead match-day preparation, coaching strategy, communication and post-match review.
- Use vision, performance information and appropriate workloads to guide decisions with relevant staff.

POSITION DESCRIPTION

Senior Head Coach | WAFL League

3. Player Leadership, Welfare & Culture

- Set clear behavioural and performance expectations for the playing group and leadership group.
- Build trust through consistent feedback, individual development conversations and respectful communication.
- Support player welfare, cultural awareness, safe sport practices and the needs of regional players living away from home.

4. Coaching Group & Program Alignment

- Lead, coordinate and develop assistant coaches while collaborating with Women's, Reserves, Colts, and Development Coaches.
- Contribute to the appointment, structure and development of assistant coaches and support staff in consultation with the Football Manager, with clear responsibilities and shared coaching standards.
- Work closely with high-performance and medical staff to support appropriate training loads, player availability, recovery and injury management.

5. Talent Identification, Selection & List Management

- Work with the Football Manager and selection group on team selection, player assessment and recruiting priorities.
- Contribute to long-term list planning and the identification and development of emerging metropolitan and regional talent.
- Encourage opportunities for players progressing through the Club's pathway, consistent with performance needs.

6. Communication, Records & Reporting

- Maintain accurate coaching plans, player reviews, performance records and other program documentation as Club information.
- Provide timely football updates, recommendations and reports to the CEO, Football Manager and Football Affairs Committee.
- Work collaboratively with football staff and other departments, respecting agreed governance and budgets.

7. Club Representation & Community

- Represent the Club professionally with players, staff, members, sponsors, media and other stakeholders.
- Contribute to Club activities and relevant coaching development, metropolitan and regional pathway initiatives.
- Help create a positive connection between the senior team and the wider Claremont football community.

KEY WORKING RELATIONSHIPS

Chief Executive Officer • Football Manager • Football Affairs Committee • League and pathway coaches • Players and leadership group • Medical and high-performance staff • Recruiting and selection personnel • Club staff, members, sponsors and community stakeholders.

SKILLS & EXPERIENCE

- Demonstrated coaching and leadership experience within the WAFL, AFL, VFL, SANFL or a comparable high-performance football environment. Previous senior head-coaching experience is highly regarded.
- Strong football knowledge and a record of designing, implementing and reviewing training and match-day strategies.
- Proven leadership, communication and relationship-building skills, with an ability to set standards and develop people.
- Demonstrated understanding of talent pathways, player development, recruiting and collaborative list management.
- Sound knowledge of high-performance principles, player welfare, safe sport and the physical and mental demands of senior football.
- Current CoachAFL accreditation appropriate to senior WAFL coaching, or an accepted equivalent, with all registration and compliance requirements satisfied before commencing.
- Higher-level or advanced coaching education, including previous Level 3 accreditation or current Gold/Advanced learning, is desirable.

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HOW WE EXPECT THE ROLE TO OPERATE

Connection: Communicate openly, build relationships and work as part of one Club across football, administration and our community.

Calibre: Prepare thoroughly, coach with clarity, make accountable decisions and pursue improvement in people and performance.

Care: Respect individual circumstances, support wellbeing and create an environment in which players and staff can thrive.

KEY PERFORMANCE INDICATORS

- Competitive League performance and consistent progress against agreed football objectives.
- Quality of coaching, game preparation, review and player development.
- Strength of player leadership, team culture, standards and welfare.
- Alignment and effective collaboration across League, Reserves and talent pathways.
- Coaching staff development, planning and succession.
- Accurate documentation, responsible resource use and timely reporting.
- Positive and professional contribution to the broader Club and its community.

WORKING ARRANGEMENTS & REVIEW

This appointment requires flexibility across evenings, weekends, training, match days, travel and Club activities. The Club is open to discussing the structure, time commitment and remuneration with suitably qualified candidates; contract term and benefits will be agreed with the successful candidate. Performance and agreed objectives will be reviewed annually through the Club's established football governance processes.

SAFETY, INTEGRITY & BACKGROUND CHECKS

Appointment is subject to satisfactory background screening, including a National Police Clearance and a Working with Children Check where required, together with applicable WA Football integrity and safeguarding requirements.