

# POSITION DESCRIPTION



OVERVIEW	
<b>TITLE</b>	General Manager – Volunteer Operations – AFC Women's Asian Cup 2026
<b>DEPARTMENT</b>	Women's Asian Cup LOC Office 2026
<b>LOCATION</b>	Sydney (Head Office) / NSW
<b>REPORTS TO</b>	Head of People Operations, AFC Women's Asian Cup LOC Office
<b>WORK TYPE</b>	Full-Time Fixed Term Contract
<b>HOURS/DAYS PER WEEK</b> <i>(part-time, casual or contractor only)</i>	37.5
<b>START DATE</b>	ASAP
<b>END DATE</b> <i>(FT/PT fixed term contract or contractor only)</i>	24 April 2026

ACCOUNTABILITY	
<b>Number of direct reports</b> <i>(How many people directly report into this role?)</i>	tbc
<b>Number of indirect reports</b> <i>(How many people indirectly report into this role?)</i>	tbc
<b>Budget responsibility in \$</b> <i>(State whether prime, shared or contributory responsibility)</i>	tbc

ABOUT US
<p>Football Australia is the national governing body for football in Australia and a member of Fédération Internationale de Football Association (FIFA), the international governing body for football. It governs all national teams, the A-Leagues (in Football Australia's capacity as the regulatory body), Australia Cup, National Premier Leagues and leads state, community, and grassroots football.</p>
OUR CULTURE & VALUES
<p>Football in Australia is a melting pot of approximately 2 million participants represented by over 200 different cultures, we proud to be the most diverse and globally connected sport within the Australian sporting landscape.</p> <p>Football Australia's purpose is to <i>'bring communities together through football - connecting Australia to the world'</i> while having a vision to <i>'be a leading football nation where everyone is inspired to live and love the game'</i>.</p>

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To achieve this, we live by our company values which include:

1. **Impact On & Off the Field:** Challenge the way we think and do to seek ways to grow the impact football has, influence industry thought leaders.
2. **Inclusive & Diverse Football for all:** Football is embedded in the nation's social fabric, follows the story of Australia, be accessible for all
3. **A United Team:** Bringing people together to unleash the power of football and to deliver the vision, we bring the team spirit to the game
4. **Trust:** Building trust across the whole football community, be trusted custodians of the game, act with integrity and objectivity

## BACKGROUND & PURPOSE OF THE ROLE

Critical to the success of Women's Asian Cup Australia 2026 (WAC2026) is an official Volunteer Programme that encapsulates the intended spirit of the Event and provides a volunteer workforce to support not only the operational delivery but also contributes to delivering a world class event experience.

The GM - Volunteer Operations will work closely with the Football Family, A-League Clubs, Football Australia, Member Federations and other key stakeholders, Government, Universities, and the broader community to coordinate and deliver this Volunteer Programme. This role will ensure the recruitment, selection and training programs provide a volunteer workforce that not only ensures the success of the Event but also provides a positive and valuable volunteer experience for fans of football.

The GM - Volunteer Operations, will develop the strategic plan and budget for the Volunteer Program and will operationalize the delivery of the program across each host city.

## ROLE RESPONSIBILITIES

### Volunteer Strategy & Operational Planning

- Liaise with WAC26 LOC Management team and other key stakeholders to develop and finalise the Strategic Plan for the Volunteer Operations, focusing on the agreed Programme outcomes
- Facilitate the confirmation and finalisation of the Volunteer Resourcing Plan
- Develop a detailed Operational Plan for the Volunteer Programme
- Develop and manage the Volunteer Programme business plan, recruitment plan and budget and expected outcomes required for the key stakeholders
- Evaluate and review the execution of operation plans to ensure business priorities are met and standards are consistent
- Monitor results on a monthly basis, comparing actual against budget and forecasts, noting major variances, supplying explanations and recommending corrective action

### Workforce Management System / Technology

- Identify, scope and procure an appropriate Workforce / volunteer management system to assist in tracking, monitoring and communicating with all Workforce (including Volunteers)
- Manage the implementation and maintenance of system, processes and procedures to accurately record volunteer information as required

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## **Relationship & Stakeholder Engagement**

- Establish a working group with LOC, FA HR and other key stakeholders to ensure a united approach to the WAC2026 Volunteer Programme and on-going legacy benefits for football in Australia
- Ensure regular communication with related parties aligned with values and brand
- Establish and maintain effective working relationships with staff, external parties and other business networks as required, in particular those involved in the provision of volunteer support
- Ensure professional direction is provided to external providers in relation to the provision of services to the volunteer programme

## **Volunteer Recruitment**

- Manage the Volunteer recruitment process including:
  - Development of a nationwide recruitment strategy
  - Development of the volunteer recruitment processes
  - Drafting of the recruitment procedures and documentation
  - Documenting and capturing appropriate background checks as defined by security and accreditation

## **Training Strategy**

- Manage training requirements for the Volunteer Programme including:
  - Development of training plans for the Volunteers
  - Determining appropriate mechanisms for training that are cost efficient and effective
  - Development of training resources
  - Delivery of appropriate training

## **Communication Strategy**

- Manage communication with volunteers including:
  - Organisation of volunteer events
  - Development and delivery of strategies for regular volunteer updates
  - Agree Tournament delivery communication plans

## **Transfer of Knowledge**

- Document the key aspects of the Volunteer Programme as a resource for future Asian Cup volunteer programmes, including related documentation and applicable processes
- Complete post WAC2026 reporting requirements for the Volunteer Programme with a focus on documenting the agreed programme outcomes as defined by the Project Management Office

## **ROLE OUTCOMES/ DELIVERABLES**

- Strategic & Operational Plan delivered to budget
- Brand and Impact of Volunteer Program measured
- Workforce Management System scoped, procured and implemented
- Uniforms requirements designed, procured, fulfilled and delivered to Workforce

## **MAJOR INTERACTIONS**

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## Internal

- Women's Asian Cup - Functional Area Leads
- Football Australia Staff
- Football Australia HR Team

## External

- A-League Clubs
- Member Federations
- Govt Representatives
- Universities / Schools
- Training providers
- Volunteer Organisations
- Suppliers
- Asian Football Confederation

## KNOWLEDGE, SKILLS, AND EXPERIENCE

### Essential

- Proven experience and success in a similar role with 4-5 years' experience;
- Experience in large scale event management essential,
- Project Management and leadership skills.
- Previous experience working with key stakeholders (including Government) to deliver an integrated project
- Appreciate for sport, inclusion principles and equity bias
- Ability to develop a positive culture, championing a team environment
- Ability to work with diverse stakeholders and build successful working relationships
- Willingness to take ownership and be held accountable
- Willingness to challenge and be challenged, able to listen
- Strategic capability, able to think outside the square, and innovate
- Sound judgment and decision-making capability
- Passionate about volunteering

## QUALIFICATIONS

### Desirable

- A tertiary degree in a relevant discipline;

## UNIQUE CRITERIA

The following selected items identify the requirements of the role

- ☒ Out of hours and weekend work
- ☒ Intra and/ or Interstate travel
- ☐ International Travel
- ☒ Significant periods of work away from home

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☒ Significant Responsibilities – This does not contain a comprehensive listing of responsibilities, activities and duties that are required of the incumbent. These may change from time to time at the discretion and needs of the manager/organisation

## ADDITIONAL REQUIREMENTS

To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role

- ☒ National Police Check
- ☒ International Criminal History Record for each country (other than Australia) in which you have resided for 12 months or more in the last 10 years (if applicable)
- ☒ Full working rights in Australia
- ☒ Working with children check (paid/ employee) or state- based equivalent
- ☐ Working with children check (volunteer) or state- based equivalent (volunteer roles only)