

17/02/2026

General Manager - Operations

The Southern Football Netball League (SFL) provides governance and strategy development for Football and Netball across the Southern region of Melbourne. We are seeking an enthusiastic and motivated self-starter to join our team in as the General Manager - Operations.

This Senior Management full-time role plays an integral role in delivering competition management for the growing Football and Netball competition in the region with 230+ teams.

Reporting to the CEO, the successful applicant will require:

- Experience in developing and managing stakeholder relationships;
- Strong decision-making skills;
- Communication and presentation skills;
- Experience in Football, Netball and/or Competition Management; and
- An ability to work autonomously whilst maintaining a strong team ethos.

If this sounds like a position for you, please email a cover letter and your resume to the CEO, Lee Hartman at the SFL lee.hartman@sfnl.com.au.

Applications close 5pm March 2nd 2026

POSITION DESCRIPTION

POSITION TITLE	General Manager - Operations
REPORTS TO	CEO
DEPARTMENT	Operations

Our Purpose
Providing inclusive football and netball participation to our community.

Our Values	Key Focus Areas
<ul style="list-style-type: none">• Trust• Growth• Belonging• Accountability	<ul style="list-style-type: none">• Sustainable Pathways• Growth & Innovation• Financial Sustainability• People Wellbeing & Culture

Overview of Role
The General Manager – Operations is responsible for the operation of the football and netball competitions including providing football and netball services, administrative support and guidance to Member Clubs. The role requires a willingness to establish and maintain strong collaborative working relationships with Member Clubs and other stakeholders. Reporting to the CEO, this role has three key focus areas: <ol style="list-style-type: none">1. To efficiently run Football and Netball competitions for the League;2. To plan for and sustain growth in League participation; and3. To work with all stakeholders to deliver desired outcomes. Other League based duties may also be required from time to time. This is a permanent full-time position.

General Manager - Operations

Reporting To:	Chief Executive Officer (CEO)
Direct Reports:	Football Operations Coordinator Netball Operations Coordinator Director of Umpiring (Football)
Other Key Relationships:	<ul style="list-style-type: none">▪ SFNL Club Officials and Volunteers;▪ SFNL Board and Staff;▪ SFNL Coaches and Umpires;▪ SFNL Independent Tribunal Members and MRP;▪ AFL Victoria, Netball Victoria and other community League staff and▪ 11 Local Councils.

KEY ROLES & RESPONSIBILITIES:

The position includes, but is not limited to, the following duties. In some cases, a duty will necessitate consultation with the CEO.

1.0 ADMINISTRATION

- Oversee the conduct of all Football and Netball competitions, including the arrangement of fixtures and Umpires.
- Provide customer service to League stakeholders and timely advice, training and support to Member Clubs to ensure that each remains competent and viable;
- Coordinate and oversee the relevant Umpire panels and provide support the SFNL Umpires Association.
- Process the weekly Netball and fortnightly Football Umpire payments.
- Update the SFNL By-Laws, Football Competition Regulations and Netball By-Laws annually.
- Assist in the issuing of accounts.
- Contribute to all other administrative tasks such as the Annual Report, Calendar of Events, Handbook and Competition Paperwork.

2.0 STRATEGY

- Identify key opportunities for the sustainable growth for the League and deliver participation targets in Women's Football, Netball, Under 19's, AFL 9s etc.
- Survey Member Clubs, officials and players to provide data to be utilised in the development of strategic plans and management procedure.

- Arrange and develop Club Education and Training programs identified as necessary including the annual SFNL Club Conference.
- Maintain ongoing effective working relationships with AFL Victoria and Netball Victoria and maximise the services on offer to the League and its Member Clubs.

3.0 OPERATIONS

- Liaise with Member Clubs, the Umpires and affiliated bodies to maintain effective working relationships.
- Assist the CEO in the preparation of a football and netball competition budgets to assist with setting team registrations, participant & Umpire fees.
- Deliver a graded community football and netball competition for all ages and standards of footballer and netballer.
- Oversee the Football competition database inclusive of all transfers and registrations.
- Oversee the Netball competition database and ensure all Netball Victoria registrations are processed accordingly.
- Manage the effective operation of the Independent Tribunal, Match Review Panel (MRP) and investigation system that protects the integrity of the competition.
- Manage the Community Club Sustainability Program inclusive of the Player Points System and Player Payment Rules.
- Establish and maintain relationships with local Government entities in the provision of suitable facilities for all League fixtures.
- Arrange for weekly results to be processed, circulated to the media and presented on the relevant internet sites and any issues dealt with.
- Enforce penalties as prescribed in the By-Laws (e.g. fines, loss of premiership points, etc).
- Ensure all Coaches, Umpires and sports trainers are appropriately accredited.
- Co-ordinate any Coaching, Umpire and Official's courses run by the AFL and Netball Victoria.
- In conjunction with the Football Operations Coordinator and Netball Operations Coordinator, organise all Best & Fairest Presentations for all grades.

4.0 FINALS

- In conjunction with the CEO, plan and co-ordinate the Finals series within budget.
- Assist the Commercial and Events Manager with the Host Club EOI/ tendering process.
- In conjunction with the CEO and Commercial and Events Manager, negotiate the usage and management of venues and facilities with local Council and related bodies.

- Establish the SFNL Finals Handbook and deliver education to Host Clubs and competing teams.
- Manage weekly staffing requirements across all venues.

5.0 MARKETING & PROMOTION

- Contribute to the Website and Social Media platforms to promote Football and Netball in conjunction with the Commercial and Events Manager.
- In consultation with the Commercial and Events Manager, maintain all current business relationships and ensure all agreed commitments relating to Football and Netball sponsorship are fulfilled.

KEY SELECTION CRITERIA	
Mandatory	
1.	Relevant tertiary qualification(s) or experience in the sporting industry.
2.	Established background in operations management.
3.	Well-developed people skills including the ability to develop and foster relationships with a wide range of stakeholders.
4.	Excellent verbal, written communication skills with presentation experience.
5.	Demonstrated problem-solving skills.
6.	Highly developed interpersonal, negotiation and conflict/dispute management skills and a capacity to influence others.
7.	Ability to manage an extensive network of volunteers.
8.	Demonstrated attention to detail and an ability to meet strict and recurring deadlines.
9.	Demonstrated personal initiative and ability to work effectively in a team environment.
Desirable	
10.	Demonstrated knowledge of AFL Victoria's Player Points System and Player Payment Rules.
11.	An understanding of Football and Netball Club environments.
12.	Demonstrated innovation and willingness to challenge convention.
13.	Current Victorian Drivers Licence.
14.	Valid Working With Children Check (WWCC).
15.	A preparedness to work extended hours, including weekends during periods when matches are fixtured.

CONDITIONS OF EMPLOYMENT	
Remuneration	
	A salary package will be negotiated with the successful applicant depending upon experience and skills.
	An initial 3-month probationary period applies.
	An annual review process regarding performance will be undertaken by the SFNL CEO.
Hours of Employment	

The successful candidate will need to be flexible in regard to hours of employment. With particular reference to the football and netball season, weekend work and attendance at evening meetings will be required. The flexible hours of work is supported by the SFNL Time In Lieu Policy.

NOTE: This position description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organisation.