

International Programs Data Analytics Lead Role Description

Reports to: USAFL National Program - General Manager

Key Links: USAFL International Program Director, International Program Head Coaches, Assistant Coaches, Support Staff, Players, and Club Coaches

Direct Reports: Data Analytics Analysts (as deemed appropriate)

Employment Type: Volunteer

Position Duration: To align with the 2-year cycle; initial appointment will be for 1 year to align with the cycle

The Role of the Data Analytics Lead is to develop and implement an Analytics Framework that supports the USAFL International Program game plan and style of play.

Responsibilities:

The Data Analytics Lead is responsible the development and implementation of an Analytics Framework that supports the USAFL International Program game plan and style of play. Developing the process to capture and report insight during a game will be critical to the success of the role. Balancing out complexity of the data to provide insight with a straightforward, lean and fast data capture and reporting process will be key.

Developing a straightforward data analytics process that can be utilized by Club coaches to enhance the overall development of the game within the USAFL is a desired outcome of the role.

The person must be able to demonstrate leadership of the national program values and behaviors, as well as that of the USAFL at all times.

The Data Analytics Lead will report to the International Program General Manager.

The Data Analytics Lead will be an integral member of the International Programs Football Department. The role will work very closely with both Head Coaches (Freedom and Revolution), along with the assistant Coaches and Reserves Coaches. They will also work with the Program's Medical, Programs Fitness and Strength, and Programs Skills Development teams.

Role Expectations:

- Align to USAFL International Program Football & Coaching Strategy
- Develop and implement the USAFL International Program Data Analytics process. This will include a data tracking matrix (or rubric) to track statistics during a game. This will also include the process to capture in-game data and then report insight during game breaks. Thus will require communication and alignment with the Head Coaches
- Assist in development of the USAFL International Program club drills library, including success criteria that ties to the data analytics goals
- Attend key games and events as outlined in the International Program Schedule, this includes training camps, Regional and National tournaments, games and international tournaments. Attendance at Games and international tournaments should be a goal, but does not preclude someone from this role
- Buying into and implementing the USAFL's International program Culture of player development and engagement. Work with the USAFL's Coach and Culture Advisors
- Attendance at USAFL Coaching meetings
- Encouraged to attend all AFL Coaching meetings (min 3 per year)
- Participate in a Mentoring Program with a coach from Australia. If you do not currently have a mentor, the USAFL will match you with an appropriate mentor

- Develop an approach and a team of data analysts throughout the country that can work directly with Club coaches
- Building relationships with club-level coaches to accelerate the data analytics goals
- Communication: the following expectations outline the cadence of communication.
 - Fortnightly Program Leadership meeting
 - Fortnightly Football Department meeting
 - Monthly All Players meetings
 - Support Assistant Coach meetings, as appropriate
 - Monthly Men's and Women's Player meeting with Coaches, as appropriate

The coach will be selected on a combination of criteria including:

- Previous AFL coaching experience
- Minimum Level 1 Coach Certification
- During the course of the Coaches tenure, they are expected to work towards attaining Level 2 (and ideally 3) Coach Certification (course costs to be reimbursed by the USAFL)
- Well developed communication skills
- Leadership
- A demonstrated dedication to the USAFL
- An understanding of geographical challenges facing USAFL players
- Commitment to developing Australian Football in the United States and build new relationships with all relevant stakeholders
- An ability to teach new players the skills of Australian Football

The coach will be required to attend a certain number of regional camps per year as well as various selection games. This is a volunteer position. The appointed Lead will be required to pay the same proportion of costs as the players. Additional approved travel will be reimbursed. This position will be appointed to run through the end of 2024.