



# **Senior Club Liaison - Position Description**

**Reports To:** Vice President

## **Position Purpose**

The Senior Club Liaison is responsible for building, maintaining, and strengthening the relationship between the LJFC and the LFNC. The role ensures a strong, visible and collaborative connection between the junior and senior programs by planning, coordinating and supporting shared activities, events, pathways, and communications. The Senior Club Liaison plays a key role in creating a seamless “one club pathway” that supports player development, volunteer engagement, and long-term club sustainability.

## **Key Responsibilities**

### **Relationship Management & Alignment**

- Act as the primary point of contact between the Lilydale Junior Football Club and the Lilydale Football Club.
- Build and maintain strong working relationships with committee members, coaches and football operations staff across both clubs.
- Support alignment between junior and senior club values, culture and strategic objectives.

### **Pathways & Player Connection**

- Support the development and promotion of clear player pathways from junior to senior football.
- Assist in coordinating joint initiatives that introduce junior players and families to the senior club environment.
- Work with football operations to support transition opportunities for players, coaches and volunteers.

### **Activities, Events & Engagement**

- Plan and coordinate joint activities and events that strengthen the connection between the junior and senior clubs, such as:
  - Club days and shared training sessions
  - Junior participation in senior match days
  - Presentation nights, milestone events and celebrations
  - Mentoring or role-model opportunities involving senior players
- Support the promotion and delivery of these activities in collaboration with both committees.

### **Communication & Collaboration**

- Facilitate regular communication between both clubs to ensure information sharing and alignment.
- Support coordinated messaging where appropriate, including events, pathways and shared initiatives.
- Provide updates to the Junior Club Committee on engagement activities, outcomes and opportunities.

### **Strategic Support & Development**

- Assist in identifying opportunities for stronger collaboration, shared resources and mutual benefit.
- Support joint planning initiatives that enhance club culture, participation, retention and long-term growth.
- Contribute to the development and implementation of strategies that strengthen the junior-to-senior connection.

### **Key Relationships**

- Lilydale Junior Football Club Committee.
- Lilydale Football Club Committee.
- Junior and Senior Coaches.
- Players and Families.
- Football Operations and Volunteers.

### **Skills and Attributes**

- Strong interpersonal and relationship-building skills.
- Excellent communication and coordination capability.
- Strong understanding of community football pathways and club environments.
- Ability to work collaboratively across multiple committees and stakeholder groups.
- Committed to inclusive, respectful, and community-focused club culture.