



Position Description

Position Title: Digital Services Coordinator

Classification: Sport Coordination Level (Refer to the TFA Certified Agreement, 2020-2024)

Reports To: General Manager Growth and Innovation

Introduction

Touch Football Australia (TFA) is the national governing body for Touch Football, proudly delivering a sport that is accessible, inclusive, and played by over 600,000 participants annually. TFA has a strategic alliance with the National Rugby League (NRL) and operates in alignment with the Australian Sports Commission (ASC), working collaboratively with State and Territory partners to deliver the sport from grassroots to elite.

TFA is committed to delivering innovative, participant-centred digital experiences across all levels of the game. The Digital Services Coordinator is a critical operational role responsible for coordinating and supporting the delivery of TFA's key digital platforms including MySideline, **The Nest** (TFA's Learning Management System (LMS)) and PowerBI dashboards, ensuring best practice digital services are provided to States, Affiliates, participants and volunteers across the touch football community.

This role will support innovation in digital experience and service delivery to ensure TFA remains agile in an evolving participation landscape.

Location

The preferred location will be Sydney; however, all capital cities may be considered.

TFA has a strong belief in the benefits of providing flexible working arrangements and will discuss various options with candidates throughout recruitment process.

Primary Purpose of the Role

The Digital Services Coordinator is responsible for coordinating and supporting the delivery and continuous improvement of TFA's key digital platforms including MySideline, **The Nest** (TFA's Learning Management System (LMS)) and PowerBI dashboards. This role ensures that all participants - players, referees, coaches, administrators, and volunteers - have access to high-quality digital services that enhance their experience and engagement with the sport.

The role requires a strong command of digital technologies and data systems to enhance participant experiences, optimise platform performance, and enable evidence-based decision-making. It is a contributor to the achievement of TFA's strategic plan and partnership objectives, particularly with the NRL and ASC.

Job Responsibilities

- » Coordinate the day-to-day operation of MySideline for registration and competition management, providing customer support, troubleshooting issues, and maintaining data integrity through regular audits and compliance checks.
- » Provide technical support for the TFA Learning Management System and monitor analytics to identify areas for improvement.
- » Support the development and maintenance of PowerBI dashboards for participation reporting, analyse trends and create visual data presentations for stakeholders to support participation growth and campaign reporting.
- » Provide education and training support to competition administrators on TFA's digital participation services, developing 'Super Users' and publishing educational communications including case studies and FAQs.
- » **Coordinate with the NRL's digital team to enhance integration across registration, competition management, data collection, e-learning and digital communication to ensure optimal service delivery.**
- » Contribute to digital platform innovations based on user feedback, participate in testing new developments and system enhancements, and support process improvement initiatives to eliminate low-value administration.
- » Support TFA Technology partnerships, foster NRL's digital participation services, maintain stakeholder relationships, and represent TFA's digital capabilities to the broader touch football community.
- » Reinstated the MySideline Working Group and lead its advocacy for touch football specific enhancements to the NRL.
- » Attend meetings, respond to action items, and continually develop knowledge of TFA's digital participation services, products and resources.

Key Relationships

- » Reports directly to the General Manager -- Growth & Innovation.
- » Works cross-functionally with GM Commercial and members of the Events team.
- » Works closely with key NRL digital personnel to drive functionality forward.
- » NSWTA and QTF Staff
- » Affiliate administrators and volunteers
- » Coordinate relationship with etrainu for the LMS
- » Builds rapport with existing connections to maintain networks internally and externally.



Key Selection Criteria

- » Experience working in the sporting industry with a focus on digital sports registration and competition management systems.
- » Experience coordinating digital service providers and platforms with proven ability to manage multiple stakeholder relationships.
- » Proven experience with data analysis and reporting tools (PowerBI experience highly regarded) and Learning Management Systems.
- » Exceptional understanding of Microsoft Excel with demonstrated literacy and competence in other Microsoft applications, with strong technical troubleshooting skills.
- » Strong written and verbal communication skills with ability to convey complex information clearly and work independently with high attention to detail.
- » Experience working with volunteers in a non-profit environment and understanding of community sport structures.
- » Relevant tertiary qualification in information technology, digital systems, sport management, or related field desirable.
- » Capacity to work outside normal hours, current drivers licence, access to personal vehicle, and hold or be eligible to hold a WWCC.

