



Sydney Swans Executive General Manager – AFLW

WHY CHOOSE THE SWANS?

- A club with a legacy and real momentum (on field, off field, and in culture)
- High Performance Culture – clear standards, real feedback and a team that find the extra 1%
- Work that matters – you'll help shape how fans experience the Swans, every day
- Based at our [state-of-the-art facility](#)

Born from hard work, grit and a relentless drive to win, the Swans have 151 years behind us – and we're building what's next. We share the journey, celebrate the wins, and keep raising the bar as one of Australia's leading sporting clubs.

Choose a career with the Sydney Swans, to join a team that shows up in the big moments and supports each other every day. Guided by Respect, Courage and Curiosity, you'll contribute to work that matters and be part of something bigger.

We are committed to a supportive, inclusive workplace where people feel connected to our club and to each other. We encourage applications from candidates of all backgrounds.

THE PERKS

- Wellbeing support to keep you at your best – including gym access
- Perks and discounts via our Corporate Partners
- Professional development support tailored to your goals
- Club memberships to share match days with friends and family

THE OPPORTUNITY

The Executive General Manager – AFLW is a pivotal executive leadership role responsible for setting the strategic direction and delivering a successful, high-performing AFLW program at the Sydney Swans. Entering the next phase of growth, this role will shape performance, culture and connection across the Club's AFLW environment, both on and off the field.

Working closely with the executive team and leaders across football, commercial, marketing, media and membership, you will lead a program that delivers high-performance outcomes and creates meaningful impact across the Club. With strong foundations, league-wide attendance records and clear on-field ambition, this is an opportunity for an exceptional sports leader to help build sustained success at one of Australia's leading sporting organisations.

This role leads the AFLW program and oversees its key performance, people and operational functions, including:

- Coaching
- Player wellbeing and development
- High performance and sports science
- Medical and injury prevention
- Data/performance analysis
- Recruiting and list management
- Total player payments and soft cap management
- Media representation on behalf of the AFLW program
- Liaison with the AFL and other key stakeholders
- General AFLW program operations and administration

SYDNEY SWANS LIMITED

ROYAL HALL OF INDUSTRIES, 1 DRIVER AVENUE, MOORE PARK, NSW 2021
T: 02 9157 5020 | SYDNEYSWANS.COM.AU



PRINCIPAL PARTNER



WHAT WE'RE LOOKING FOR

- Prior professional sports leadership experience (preferably in elite women's sport)
- In depth high-performance experience with a proven record in elite sport
- Extensive experience in people leadership and an ability to demonstrate cultural leadership
- Technical expertise and an understanding of drivers of high performance
- Extensive relationship and stakeholder management skills
- Effective and adaptive communication skills
- Highly developed conflict resolution skills
- Solutions-focused mindset and proven ability to operate in an environment that requires adaptability

TO APPLY

To be considered for this role please submit a one-page cover letter that addresses:

- Why you are the ideal person for the role
- Why you want to join our team

Send the cover letter along with a copy of your CV to - hr@sydneyswans.com.au

Applications should be collated into one document, a maximum of four pages, and less than 5MB in size.

Applications close Sunday, 30 August 2026

As we expect a high level of interest in the role, only those applicants short listed will be contacted. We do not accept applications from recruitment agencies.

Sydney Swans is an equal opportunity employer and child safe organisation committed to ensuring the safety, wellbeing and inclusion of all children and young people. All staff are required to hold a Working with Children Check.

Aboriginal and Torres Strait Islander candidates are encouraged to apply.
Applicants must be legally entitled to work in Australia.

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