

# Schedule 1 – Job Description

---



## Collingwood Football Club Job Description

---

**Position Title/Department:** Data Engineer Lead

**Reporting Manager:** Data Solutions Manager

### Position Objective

The **Data Engineer Lead** at Collingwood Football Club drives the organisation's data strategy by architecting and maintaining robust data infrastructure, enabling stakeholders access to timely, integrated, and reliable data for decision-making. The role also involves developing, testing, and maintaining the Performance Platform for live gameday analysis. The Data Engineer Lead works closely with departments across both Football and Administration to develop digital products and robust data pipelines that deliver valuable performance and business intelligence.

### Responsibilities

#### Full Stack Development:

- Maintain and support the Performance Platform using React, Angular, C#, TypeScript, JavaScript, and Node.js, ensuring a seamless user experience for coaches, analysts, recruiters and staff.
- Maintain the Azure backend system to continue to adhere to DevOps best practices.
- Perform regular Quality Assurance checks on completed code, ensuring code quality and functionality before publishing to the live site.
- Collaborate with coaches, analysts, recruiters and staff to create innovative tools that improve decision-making both on and off the field, giving the club a competitive advantage.

#### Data Engineering, Automation and Analysis:

- Automate key business functions using Python, SQL, Power Automate, and other tools to create efficient workflows, reducing manual effort and improving productivity.
- Develop and maintain ETL processes using Snowflake and Fivetran, ensuring data integrity and delivering clean, actionable datasets for analysis and decision-making.
- Create dashboards and reports using data visualisation tools such as Power BI and Tableau, providing valuable insights to stakeholders across the organisation.
- Build Streamlit applications to support analysis, data validation, and operational workflows.
- Champion secure code and data practices using GitHub for version control and collaboration.

- Implement and optimise Google Analytics across Collingwood FC digital products, drawing customer insights to enhance digital strategy and fan engagement.
- Collaborate with stakeholders across all teams, supporting data-related technical issues, projects, and initiatives to ensure smooth data integration and usage.

### Key Projects and Initiatives

- **Data Centralisation:** Consolidate organisational data into a unified data lake, creating a single source of truth for performance analytics.
- **Performance Platform:** Provide ongoing support for live and retrospective football analysis, enabling real-time insights during games and training.
- **AI Strategy:** Navigate the evolving AI landscape, identifying opportunities to leverage emerging technologies for performance analysis and competitive advantage across football and business operations.
- **Machine Learning Applications:** Explore and implement machine learning solutions for recruiting, fan behaviour analysis, marketing optimisation, and business performance to drive data-driven decisions.
- **Reporting and Analytics:** Deliver data reporting solutions across departments to support operational and strategic decision-making.
- **Automation and Workflow Efficiency:** Automate key processes across departments, improving efficiency and freeing up resources for higher-value work.

### Child Safety Standards

The Collingwood FC has a commitment to ensure we provide professional, safe and enjoyable environments to children and young people who participate in our game.

The executive and management of our organisation are responsible for undertaking recruitment and ensuring that our processes and systems are robust and thorough, as well as being communicated and understood internally. Our recruitment process includes meeting and engaging with a variety of key people from across the organisation as well as completing thorough verification checks.

As part of our comprehensive recruitment process, we ensure that all safety and legislative checks such as working with children checks, criminal background checks, employment and personal reference checks are completed to ensure anyone working for the AFL is fit for the role they are employed in, prior to commencing employment.

The Collingwood FC takes the safety of children and young people very seriously and reviews all processes and procedures in line with current state and federal legislation.

### Values & Behaviours

Is aware and will continue to strive and behave according to CFC's values – **DO BETTER, SIDE BY SIDE, A NEST FOR ALL, and FLY HIGHER.**

**DO BETTER** - I commit to take deliberate actions to address racism when I see it. At Collingwood we acknowledge the rights of the first peoples of Australia and that racism has no place in society.

**SIDE BY SIDE** – I commit my best to a high performing team. At Collingwood we celebrate the wins and stick together through times of adversity.

**A NEST FOR ALL** – I champion and respect, diversity and inclusion to make others feel part of the Black and White. At Collingwood we look out for each other, and those in need, as part of our commitment to provide a safe and welcoming club for all.

**FLY HIGHER** – I make the most of my opportunities to drive excellence for myself and the team. At Collingwood we strive for success

## Skills and Competency Matrix

### Proficiency Level Legend:

- **Foundational:** Basic understanding and limited experience.
- **Intermediate:** Solid understanding and practical application.
- **Advanced:** Expert-level knowledge and leadership in the area.
- **Required:** Mandatory adherence to organisational values and standard

Competency Area	Essential Skills/Knowledge	Proficiency Level	Weight (%)	Example Behaviours/Indicators
<b>Full Stack Development</b>	React, Angular, C#, TypeScript, Node.js; UI/UX; DevOps; QA; stakeholder collaboration	Advanced	25%	Builds and maintains performance platform; ensures code quality; collaborates with coaches/staff
<b>Data Engineering &amp; ETL</b>	Python, SQL, ETL pipelines; data integrity; cross-departmental integration	Advanced	20%	Develops and maintains ETL processes; ensures clean datasets; supports data-driven decisions
<b>Automation &amp; Workflow Efficiency</b>	Power Automate; process automation; cross-functional improvements	Advanced	15%	Automates key business functions; improves productivity; reduces manual effort
<b>AI &amp; Machine Learning</b>	AI strategy; ML for recruiting, fan engagement, performance analysis	Intermediate	10%	Identifies AI opportunities; supports ML projects across business and sport domains
<b>Data Analysis &amp; Reporting</b>	Power BI, Tableau; dashboard creation; Google Analytics	Intermediate	10%	Creates visual reports; draws insights from web analytics; supports digital strategy

<b>Project Management</b>	Agile delivery; stakeholder engagement; cross-functional collaboration	Intermediate	10%	Manages technical projects; integrates sports science; delivers SCV and reporting projects
<b>Values &amp; Behaviours</b>	Commitment to club values; Diversity & inclusion; Child safety	Required	5%	Models club values, champions inclusion, ensures child safety compliance