



## JOB DESCRIPTION

**JOB TITLE:** Digital Marketing Executive  
**DEPARTMENT:** Digital  
**REPORTS TO:** Head of Digital  
**LOCATION:** Molineux  
**HOURS:** 37.5 (including regular Match Day responsibilities)  
**DATE:** December 2023

**We are Wolves. Progressive, determined, bright, unified and humble. A pack that is hungry for success. Wolves is one of the fastest growing professional football clubs in the UK, and also boasts one of the richest histories in the beautiful game.**

Formed in 1877, Wolves was a founder member of the Football League, and was one of the country's most successful sides in the fifties and sixties. During a two decade spell the Black Country's most decorated side won three First Division titles and one of its four FA Cups.

Fast forward 70 years and Wolves are back among football's European elite, but this time we will compete as a sports and entertainment business across multiple brand verticals. As a challenger club, Wolves dare to be different, which is why creating world class propositions in esports, fashion and music are all part of our ambitious plans.

At Wolves, we don't simply look to the future, we seize it.

**We take seriously our commitment to the safeguarding of children and adults at risk and to ensuring that Wolves is free from discrimination and harassment.**

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### Job purpose

Working as part of the wider marketing team and reporting directly to the Head of Digital, the Digital Marketing Executive will ensure all Wolves digital platforms and marketing is accurate, timely and optimised, helping the club to grow, engage and monetise its digital audience. Working closely with our CRM and Data Executive to deliver digital marketing campaigns, supporting departments across the club.

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### Key responsibilities

- Ensure the club's key digital platforms contain up-to-date, accurate information, using existing content management systems (CMS) for creation, editing, publishing and scheduling of key club marketing and operational information.
- Regularly review analytics and user behaviour to optimise user journeys, discover opportunities for growth and flag bugs with third-party development agencies.
- Attend weekly and bi-weekly project management meetings with third party agencies to ensure projects are on track and club commitments are delivered as and when required.



- Plan, publish, report and optimise paid social advertising globally based on targets for audience, database and commercial growth set by the Head of Digital.
- Work alongside our English and foreign language content and sponsorships teams to plan, execute and report on ad hoc digital marketing campaigns for the club and its partners.
- Management of Wolves Digital Advertising inventory to ensure commercial commitments are met whilst maintaining scope for additional external advertisements to be sold.
- Daily monitoring of Wolves digital platforms to ensure constant uptime across all platforms. This includes live video and audio feeds on matchdays.
- Out of hours monitoring of live video and audio streams to ensure full uptime and offer support in the event of any issues. These will be shared on a rota basis with other members of the team, time in lieu offered for hours worked.
- Collaborate closely with several departments in the wider business including marketing, communications, commercial, partnerships, football development and the Wolves Foundation.
- Work alongside the Head of Digital to develop new digital concepts to help the club grow, engage and monetise its audience across digital platforms.
- Provide support to the CRM and Data Executive including with the creation and distribution of regular weekly email marketing communications to the Wolves Database.

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### **General responsibilities**

- Compliance with Club policies
- Compliance with the Club's health and safety procedures
- Compliance with the Club's safeguarding policies
- To promote the Club's values
- To work consistently to embed equality & diversity into the Club
- To undertake such other duties as may be reasonably expected
- To maintain professional conduct at all times

### **Safeguarding**

- This role may involve working with children and/or vulnerable adults in a Regulated Activity (or in close proximity to children and/or vulnerable adults). This means that the post-holder is required to apply all relevant policies and uphold the Club's commitment to safeguarding vulnerable people.

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### **Key relationships**

- Head of Digital – Line Manager.



- CRM and Data Executive – working closely to provide support as and when required.
- Senior Marketing Manager – liaise to deliver the digital aspects of the club's ad hoc marketing campaigns.
- Media/Content team – to ensure Wolves digital platforms and marketing increase the audience and engagement of the club's written, video and audio content.
- Commercial, partnerships, football development and Wolves Foundation – assisting in delivering digital marketing campaigns on behalf of various departments within the Club.

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### **Scope of job**

- Providing support in the management of 10+ club-owned digital platforms including wolves.co.uk and the WolvesApp, with millions of visits per season.
- Monitoring, reporting and analysing club's digital subscription packages, whilst delivering digital marketing campaigns designed to increase subscribers and reduce churn.
- Monitoring of live streams including first team commentary, u21s live video, Wolves Women commentary. Often out of hours with time in lieu offered. Shared on a scheduled rota basis.
- Oversee a five-figure spend across 5+ social advertising campaigns in a variety of languages and regions.
- Providing support to CRM and Data Exec in delivering daily email newsletters sent to our database of 1m+ supporters around the world.



## Person Specification

**Job Title: Digital Marketing Executive**

**Knowledge: the level and breadth of knowledge to do the job e.g. understanding of a defined system, method or procedure, legal or regulatory frameworks etc**

### Essential

- Knowledge of and experience in using content management systems (CMS) to maintain and update a website or app.
- Understanding of social media advertising guidelines and best practices to ensure lowest cost per result.
- Best practice in email marketing including image to text ratio, image size, subject lines, sending time, audience segmentation to optimise for highest possible open and click through rates.
- A strong understanding of GDPR and best practices with regards to data management.
- An understanding of football fans, what makes them tick.

### Desirable

- Knowledge of Wolves, the club, it's history/traditions and supporters.
- Experience of Agile methodology and project management for greater insight into developer workflows.

**Technical/work-based skills: skills specific to the job e.g. language competence, typing skills, coaching skills etc**

### Essential

- Basic understanding of HTML and CSS for simple edits to email and on-page code.
- Basic image and video editing.
- Strong written English and creative writing for marketing campaigns.

### Desirable

- Advanced HTML and CSS.
- Adobe Creative Suite including photoshop, premier, Dreamweaver and XD.
- Understanding of web infrastructure including hosting, domain set-up etc.
- Mandarin language skills for communication with development teams in China.

**General skills and attributes: more general characteristics e.g. flexibility, communication skills, team working etc**

### Essential

- Understanding of how to work safely with children and/or vulnerable adults and uphold generally accepted practice when working with those participants.
- Promote, adhere to and implement the Club's Equality Policy and to work consistently to embed equality and diversity within Club.



- Strong communication skills – the role will involve working with various departments across the Club.
- Workflow management – during the season this role will be involved in several projects simultaneously, management and prioritisation of tasks.
- Able to set realistic expectations, providing clarity on feature delivery dates to colleagues. Ability to negotiate internally to set realistic feature delivery dates based on agency workloads and development backlogs.
- Attention to detail is crucial in this role.

#### Desirable

- Project management skills – the ability to work with third party agencies and ensure projects (often several simultaneously) are kept on track and delivered on time.
- Creative – a key aspect of digital is finding creative solutions to real world business problems. A creative mindset is desirable to help develop new digital solutions to existing problems.

Experience: proven record of experience in a particular field, profession or specialism

#### Essential

- Minimum of one year working with web content management systems (CMS).
- Previous experience of managing social advertising campaigns through Facebook, Instagram and Twitter, Youtube, TikTok etc.
- Basic online customer service experience.
- Experience of using an email marketing platform / ESP.

#### Desirable

- Previous experience of delivering a digital platform or project from ideation to launch.
- Full paid social media campaign delivery including budget control.
- Working with external agencies to deliver projects on time and to budget.
- Managing and maintaining data records to current GDPR standards

Qualifications: the level of educational, professional and/or occupational training required

#### Essential

- 12 months work experience in a digital/marketing function.

#### Desirable

- Post 16 or higher education qualification in marketing or digital.