



JOB DESCRIPTION

JOB TITLE:	CRM & Data Manager
DEPARTMENT:	Digital
REPORTS TO:	Head of BI & Digital
LOCATION:	Molineux (Hybrid)
HOURS:	37.5 hours per week, 9am – 5.30am (Monday – Friday)
DATE:	August 2026

We are Wolves. English football's original innovators.

As a founding member of the Football League, we boast one of the richest histories in the beautiful game, shaping modern football while always staying true to our Old Gold roots.

Our purpose is to make our pack proud by uniting our city, inspiring our communities and delivering unforgettable moments.

We challenge ourselves to be brave, embrace new ideas and take ownership of our actions, while earning trust through integrity, respect and humility. United as One Pack, we care for one another, celebrate our differences and work together to achieve more than we ever could alone.

At Wolves, we honour our past while shaping our future. Creating lasting memories for our supporters, our city and each.

We are committed to safeguarding and promoting the welfare of children, young people and adults at risk. We expect all colleagues and volunteers to share this commitment. This means that the post-holder is required to apply all relevant policies and uphold the Club's commitment to safeguarding children, young people and adults at risk

Job purpose

As CRM & Data Manager, you will lead Wolves' CRM and supporter data strategy, using technology and insight to strengthen supporter relationships, enhance experiences and drive commercial performance.

This hands-on, strategic role will develop the Club's CRM capability, ensuring supporter data is connected, understood and effectively activated across the organisation.

A key focus will be Bloomreach, acting as the Club's subject matter expert and unlocking the full value of our Customer Data Platform.



Working across Marketing, Commercial, Content, Ticketing and technology partners, you will champion a connected, data-led approach to understanding and engaging supporters, while developing the capability, processes and foundations needed to deliver a best-in-class CRM operation.

Key responsibilities

- 🛡️ Own and deliver the Club's CRM and supporter data strategy, roadmap and continuous improvement programme, ensuring the function evolves in line with Wolves' ambitions.
 - 🛡️ Act as the Club's Bloomreach subject matter expert, maximising the platform across data, segmentation, personalisation, automation and audience activation.
 - 🛡️ Own the CRM technology ecosystem, ensuring effective integration with ticketing, retail, hospitality, SSO and other data sources, working closely with technology partners and suppliers.
 - 🛡️ Maintain a high-quality, connected and GDPR-compliant supporter database, developing a robust single customer view and improving data capture, consent and activation.
 - 🛡️ Own CRM communication channels including email, SMS and push, delivering targeted campaigns from planning and build through to execution, optimisation and reporting.
 - 🛡️ Develop sophisticated segmentation, personalised experiences and automated supporter journeys using behavioural, transactional and demographic data across the supporter lifecycle.
 - 🛡️ Use first-party data and advanced analytics to generate actionable insight, including personas, behavioural segments, LTV and propensity modelling, to improve engagement, retention, renewals and commercial value.
 - 🛡️ Partner with departments across the Club to translate business objectives into effective, data-driven CRM activity and supporter experiences.
 - 🛡️ Own CRM performance measurement and reporting, defining KPIs, demonstrating commercial contribution and providing actionable insight to senior stakeholders.
 - 🛡️ Champion innovation across CRM and data, exploring AI, predictive modelling, advanced targeting and emerging best practice to improve supporter experiences and commercial performance.
 - 🛡️ Lead and develop the CRM & Data function, working with the CRM & Data Assistant to build capability, establish scalable processes and develop the team's future roadmap.
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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 and support the Club's values;
 - **One Pack:** Collaborate, build trust and care for each other.
 - **Be Brave:** Be bold, honest, and embrace challenges with courage.
 - **Raise our Game:** Seek improvement and strive for excellence in everything we do.
 - **Own It:** Act with integrity and take full responsibility for actions and results on and off the pitch.
 - **Stay Humble:** Show respect, listen to others, and leave egos at the door.
 - 🛡️ 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
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Equality, Diversity, and Inclusion

The post holder will demonstrate a strong commitment to equality, diversity, and inclusion, supporting the organisation's strategic aims to remove barriers and address inequality. You will play an active role in promoting an inclusive, discrimination-free environment that ensures fair access to opportunities and resources. This includes fostering a culture of dignity, respect, and belonging where everyone is empowered to contribute, perform, and reach their full potential.

Safeguarding Statement

We are committed to safeguarding and promoting the welfare of children, young people and adults at risk. We expect all those associated with WWFC to share this commitment. This means that the post-holder is required to apply all relevant policies and uphold the Club's commitment to safeguarding children, young people and adults at risk.

Key relationships

- 🛡️ Head of BI & Digital – the line manager
- 🛡️ CRM & Data Assistant – collaborating to implement an effective CRM strategy.
- 🛡️ Digital Marketing Executive – working closely to provide support as and when required.
- 🛡️ Senior Marketing Manager – liaise to deliver the data aspects of the Club's ad hoc marketing campaigns.



- 🛡️ Media / Content team – to ensure Wolves data 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 and data analysis on behalf of various departments within the club.
 - 🛡️ Retail team – understand and support objectives, while striving to achieve balanced and nuanced activity to maximise effectiveness.
 - 🛡️ Technology and data partners (e.g. ticketing, merchandising, hospitality) – optimise integrations and support experiences.
 - 🛡️ Legal & Data Protection Officer- ensure GDPR compliance and data governance.
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Scope of job

- 🛡️ Lead CRM activity across a global supporter base of more than 1 million, delivering targeted and personalised communications across multiple channels.
- 🛡️ Take accountability for CRM performance and commercial impact, including engagement, retention, revenue, database growth and deliverability.
- 🛡️ Use CRM data, insight and performance analysis to influence decision-making across Marketing, Commercial and wider Club functions.
- 🛡️ Own the day-to-day performance of the CRM technology ecosystem, working with internal teams and external partners to ensure platforms, integrations and workflows operate effectively.
- 🛡️ Drive the continued development and maturity of the Club's CRM and supporter data capability, establishing scalable processes and ways of working to support future growth.



PERSON SPECIFICATION

Job Title: CRM & Data Manager

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

- ✦ Proven experience in a CRM, data or marketing automation role, with end-to-end campaign ownership.
- ✦ Hands-on experience with Bloomreach CDP and/or Engagement, including segmentation, personalisation, automation and audience activation.
- ✦ Strong understanding of CRM, customer lifecycle, first-party data and single customer view principles.
- ✦ Knowledge of data integration, governance, GDPR and consent management.
- ✦ Strong analytical skills, with the ability to turn customer data into actionable insight and commercial outcomes.
- ✦ Proven ability to work cross functionally and deliver multiple projects in a fast-paced environment.

Desirable

- ✦ Experience in a CRM Manager or Senior CRM/Data role, ideally within sport, entertainment, retail or membership organisations.
- ✦ Knowledge of LTV, propensity modelling or predictive audience targeting.
- ✦ Experience managing CRM technology partners, integrations and wider customer data ecosystems.
- ✦ Experience mentoring junior team members and contributing to the development of CRM capability.

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

Essential

- ✦ Advanced working knowledge of CRM/ESP platforms, customer data structures and lifecycle marketing with the ability to build and optimise campaigns and automated journeys.
- ✦ Strong understanding of data quality, customer data integrations and single customer view principles.
- ✦ Ability to work with data, reporting and analytics tools to analyse performance and translate insight into action.
- ✦ Understanding of CRM integrations, APIs and data flows, with the ability to work effectively with technical teams and external partners.
- ✦ Strong understanding of GDPR, consent management and best-practice data handling.

Desirable

- ✦ Experience working with Two Circles, KORE, Sports Alliance or similar sports data, CRM, CDP or fan engagement platforms.



- 🛡️ Experience with data and analytics tools.
- 🛡️ Experience using LTV, propensity modelling or predictive analytics to inform CRM activity.
- 🛡️ Experience working with APIs, data pipelines and wider customer data ecosystems.

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

Essential

- 🛡️ Strong communication skills (written and verbal), with the ability to communicate complex information clearly and collaborate effectively across departments.
- 🛡️ Excellent workflow and time management skills, with the ability to prioritise multiple projects, manage competing deadlines and set realistic expectations with stakeholders.
- 🛡️ High attention to detail and accuracy, particularly when working with customer data, campaigns and reporting.
- 🛡️ Analytical and commercially minded, with the ability to identify trends, generate actionable insight and use data to solve problems and improve performance.
- 🛡️ Proven ability to work effectively in a fast-paced, evolving environment, demonstrating resilience, adaptability and delivering projects through to completion.
- 🛡️ Positive, collaborative and customer-focused approach, with the ability to build effective relationships and influence stakeholders at all levels.
- 🛡️ Passion for data-driven marketing, CRM and supporter/customer engagement, with a focus on delivering relevant and personalised experiences.
- 🛡️ Commercially aware and focused on delivering measurable outcomes, with an understanding of how CRM and data can support revenue generation, retention and engagement.
- 🛡️ Alignment with the Club's values, professionalism and commitment to safeguarding, equality, diversity and inclusion.
- 🛡️ Understanding of how to work safely with children and/or vulnerable adults, in line with safeguarding best practice.

Desirable

- 🛡️ Project management skills, including working with third party agencies and keeping multiple projects on track.
- 🛡️ Interest in football, sport or fan engagement.
- 🛡️ Enthusiasm for new technology and innovation in CRM.
- 🛡️ Curious, growth-oriented mindset with a drive for continuous improvement and learning.

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

Essential



- 🛡️ Experience owning or contributing significantly to a CRM strategy, roadmap or continuous improvement programme.
- 🛡️ Experience managing CRM technology platforms, integrations and/or external technology partners.
- 🛡️ Proven experience planning, delivering and optimising CRM and email marketing campaigns across multiple customer/supporter segments and channels.
- 🛡️ Experience measuring and demonstrating the commercial contribution and ROI of CRM activity.
- 🛡️ Experience managing CRM data quality, governance and GDPR compliance, with a strong understanding of best-practice and data handling.
- 🛡️ Experience using CRM data and reporting to measure campaign performance, generate insight and identify opportunities for improvement.
- 🛡️ Proven experience working collaboratively with internal stakeholders to understand requirements, translate business objectives into CRM activity and deliver projects effectively.

Desirable

- 🛡️ Experience working with external agencies, technology partners or data suppliers to deliver CRM, data or marketing technology projects.
- 🛡️ Experience within sport, entertainment, membership, subscription or another customer focused organisation.
- 🛡️ Experience working with supporter/customer data platforms, data warehouses or integrated technology ecosystems.

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

Essential

- 🛡️ Proven experience in a CRM, data or digital marketing role with increasing levels of responsibility.

Desirable

- 🛡️ Qualification in marketing, digital, data, CRM or a related discipline (e.g., degree, diploma or recognised professional certification).
- 🛡️ Relevant CRM, data, analytics or marketing technology certifications.
- 🛡️ Experience working in a CRM, data or digital marketing function within a sports, entertainment, membership, subscription or other customer-focused organisation.