



JOB DESCRIPTION

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| JOB TITLE: | CRM & Data Executive |
| DEPARTMENT: | Digital |
| REPORTS TO: | Head of Digital |
| LOCATION: | Molineux |
| HOURS: | 37.5 (including regularly 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.

Job purpose

Working as part of the wider marketing team and reporting directly to the Head of Digital, the CRM & Data Executive will deliver the day-to-day data-led CRM strategy. Working closely with our Digital Marketing Executive to deliver digital marketing campaigns, supporting departments across the club.

Key responsibilities

- Working directly with departments to maintain the club's CRM platform in order to offer a single customer view for marketing and GDPR compliance
- Profiling data to create customer segments, which will improve the effectiveness of current communication methods
- Building, distributing and reporting on all email marketing communications sent by the club – including content led comms such as pre and post-match emails, operational communications to supporters and commercial messaging.
- Effectively managing the email marketing schedule to ensure supporters receive suitable communications and that the club database is nurtured.



- Carrying out data analysis to identify trends and themes for optimising commercial success across the club
- Working with the wider digital and marketing teams to bring new and innovative communication ideas to the table
- Working with departments across the club to build life-time customer journeys (online and offline)
- Educating departments on GDPR and ensuring that employees are adhering to the latest rules on acquiring, storing and managing supporter data
- Working with club suppliers (ticketing, merchandising, catering, hospitality) to develop seamless digital experiences through Single-Sign-On
- Working with third party suppliers to maintain and enhance our digital loyalty programme – with a focus on driving engagement and pushes the boundaries on new technology
- Implementing a best in class MI platform for our senior leadership team to be able to easily view and understand the club's marketing and commercial performance

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.

Key relationships

- Head of Digital – Line Manager.
- 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.
- Legal / DPO – ensuring the club and its partners are following best practice on data collection, processing, storage and security.

Scope of job

- Delivering daily email newsletters sent to our database of 1m+ supporters around the world.
- Being the data champion of the business – working closely with our legal team, DPO and technology partners to ensure the club is adhering to the latest data legislation and best practice wherever data is collected across the club.
- Reporting on the commercial impact of various departments across the business
- Day-to-day project management of the club's data partners



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

- Experience of creating end-to-end data and digital campaigns designed to improve customer retention.
- Experience of managing a customer loyalty programme.
- Best practice in email marketing including image to text ratio, image size, subject lines, send time, frequency, audience segmentation to optimise for highest possible open and click through rates.
- Extensive knowledge of GDPR regulations and best practices with regards to data management.
- A thorough 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.
- An understanding of the data and reporting requirements of senior management teams.

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

- Experience of using data analysis to rethink commercial and communication strategy.
- Adobe Creative Suite including photoshop, premier, Dreamweaver and XD.

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 email marketing delivery dates to colleagues. Ability to negotiate internally to set realistic feature delivery dates based on workloads and database management.
- Attention to detail is crucial in this role.
- Analytical nature – the ability to spot trends within data is key for this role.
- Proven ability to work in a fast-paced environment.

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.

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

Essential

- Minimum of two years working with CRM and marketing/sales platforms.
- Basic online customer service experience.
- Minimum of one year using an email marketing platform / ESP to deliver marketing campaigns (high-volume).
- Managing and maintaining data records to current GDPR standards.

Desirable

- Working with external agencies to deliver a data led CRM strategy on behalf of a sports club/organisation.

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

Essential

- Two years' work experience in a data/digital function.

Desirable

- Post 16 or higher education qualification in marketing or digital.
- Experience of working within the data/digital department of a professional sports club/organisation.