






JOB DESCRIPTION

JOB TITLE:	Marketing & Communications Manager
DEPARTMENT:	Wolves Foundation
REPORTS TO:	Foundation Senior Management
LOCATION:	Molineux Stadium and working across the City of Wolverhampton
HOURS PER WEEK:	37.5 hours per week
WORKING ARRANGEMENT:	Your working pattern will predominately be core office hours which are Monday – Friday, 9:00am – 5:00pm, however, flexibility to work evenings and weekends will be necessary and directed by your line manager.
DATE:	September 2024

Wolves Foundation is a cornerstone of the city of Wolverhampton. Through a team of highly skilled, dedicated staff and volunteers it harnesses the strong local connection with Wolves to motivate, educate and inspire tens of thousands of beneficiaries of its work across the city.

The charity works in partnership with key local stakeholders including the local authority, police, health service and education providers to identify risk factors in the city around societal issues and health status; using data and insight to deliver evidence-based practice through its vast array of projects that address these needs through its key three objectives.

The charity covers three pillars:

-  Healthier, more active people
-  Lifelong learning and skills
-  Safer, stronger communities.

Working in the community is vital to its work and removing barriers to engagement regardless of age, gender, race, religion, sexual orientation, or disability. With participants ranging from 1 month to 100 years old across 225 different delivery sites in the city, work is delivered all year round improving the physical and mental health, personal development and life choices of the people engaged in its work.

All employees must uphold the key values and ethos of the Foundation to ensure delivery excellence. Employees must maintain professionalism and contractual, delivery and policy requirements.



Job Introduction

We're looking for a senior communications professional who can proactively shape coverage of our content in a creative, impactful way while also promoting and protecting the reputation of both the Foundation and Wolverhampton Wanderers Football Club.

In this exciting role, you will lead our communications and marketing function, developing the communications and marketing strategy, manage internal and external communications; and nurture relationships with key external stakeholders to advance the charity's objectives.

You will need to understand the changing media landscape, have a network of contacts across the media, and have proven experience in using digital channels in campaigns. Finding new ways to engage with supporters, funders, donors, and the community we serve will be a key part of the role.

Key responsibilities

Brand Strategy & Implementation

- 🔗 Develop a comprehensive communications and marketing strategy that aligns with the Foundation's goals and objectives, is audience focused, creatively driven and measurable.
- 🔗 Lead a small team of multi-disciplinary communications specialists who work on publicity, digital and social campaigns
- 🔗 Establish and maintain a cohesive brand identity across all platforms and materials.
- 🔗 Design and execute targeted marketing campaigns to highlight the Foundation's projects and achievements.
- 🔗 Utilise various channels, including social media, email, and traditional media, to reach diverse audiences.
- 🔗 Manage the creation of high-quality marketing materials that effectively communicate the Foundation's impact.
- 🔗 Ensure regular production of newsletters and impact reports to keep external stakeholders informed and engaged.

Content Creation & Management

- 🔗 Produce compelling content for various platforms including social media, website and email newsletters.
- 🔗 Leading on the management and development of all channels of communication for Wolves Foundation. Ensuring the website and social media channels are up-to-date and engaging.
- 🔗 Creation of content for project reporting purposes including case studies.
- 🔗 Lead on research and application for industry awards.

Public Relations

- 🔗 Act as a communications adviser to the Head of the Foundation and the senior management team - providing thorough briefings when and where necessary for media engagements/meetings.
- 🔗 Build and maintain relationships with media including national and regional newspapers and magazines, websites, TV, radio and online outlets.
- 🔗 Write press releases, articles and other media communications.
- 🔗 Handle media enquiries and reputation management issues.



Fundraising Support

- 🐾 Develop marketing and communications plans to support fundraising efforts.
- 🐾 Create promotional materials and campaigns for fundraising events and initiatives, ensuring all promotional materials reflect a unified and consistent message that resonates with supporters.
- 🐾 Collaborate with the fundraising team to ensure cohesive messaging and donor engagement.
- 🐾 Develop engaging online and offline campaigns that effectively communicate the mission and goals of fundraising.
- 🐾 Work closely with the fundraising team to align all marketing and communication efforts with the fundraising strategy.

Stakeholder Engagement

- 🐾 Engage with our key stakeholders including board members, partners, funders, government officials and ambassadors.
- 🐾 Ensure consistent and transparent communication with all stakeholders.
- 🐾 Organise events and activities to demonstrate the work of the charity.
- 🐾 Lead on the identification, onboarding and deployment of Wolves Foundation ambassadors.

Reporting

- 🐾 Take responsibility for data analysis and insights for all marketing campaigns and strategy. Use this information for decision making, strategy development and reporting.
- 🐾 Provide regular reports on performance and engagement.
- 🐾 Use data driven insights to improve performance.
- 🐾 Ensure communications equipment is used appropriately.

Financial

- 🐾 Collaborate with the senior management team to effectively manage external costs for media, including inventory, consultants and freelancers.

Safeguarding responsibilities

- 🐾 Keep own CPD, knowledge and skills up to date in relation to our area of delivery and leadership.
- 🐾 Responsibility for reporting and recording any safeguarding concerns following policies and process.
- 🐾 Working with the Senior Safeguarding Manager to ensure participants/beneficiaries involved within communications and marketing are adequately safeguarded.
- 🐾 Responsible for structuring adequate quality assurance for their department.
- 🐾 Ensure all relevant consent and data capture is completed for communications.

This role involves working with children and/or adults at risk in a regulated activity (or in close proximity to children and/or adults at risk). This means that the post-holder is required to apply all relevant policies and uphold the club's commitment to safeguarding children and adults at risk.



General responsibilities

- ⚡ Compliance with Wolverhampton Wanderers Foundation Policies.
- ⚡ Compliance with Wolverhampton Wanderers Foundation health & safety procedures.
- ⚡ Compliance with Wolverhampton Wanderers Foundation safeguarding policies.
- ⚡ Champion the club and Foundation values at all times.
- ⚡ To maintain professional conduct at all times.
- ⚡ To undertake other duties as may be reasonably expected.
- ⚡ Perform other duties as required and directed by your line manager which are considered relevant to the post and to the objectives of the Foundation.
- ⚡ Ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relations amongst employees and customers.
- ⚡ The ensure positive commitment to sustainability and social action projects and targets in line with the Foundation's One Pack One Planet action plan.

Contractual Information

- ⚡ Due to the nature of your role, there will be an occasional requirement to work evenings and/or weekends which will be directed by your line manager.

Key relationships

- ⚡ Head of Foundation
- ⚡ Foundation Senior Management Team
- ⚡ Foundation Central Team
- ⚡ Foundation Management Team
- ⚡ Wolves Media department
- ⚡ Freelance videographers/ photographers
- ⚡ Wolves Foundation Trustee's & Ambassadors
- ⚡ External media sources
- ⚡ External stakeholders.



Person Specification

Job Title: Marketing & Communications Manager

Knowledge: the level and breadth of knowledge to do the job	Essential	Desirable
Proven communications experience at a senior level and leading a team	✓	
Excellent knowledge of the club community organisation marketing and communications industry to inform overarching Foundation campaigns as well as individual projects	✓	
Excellent skills in all aspect of communications and campaigns - including knowledge and understanding of online/social media opportunities as well as written print and media for campaigns	✓	
Experience in content creation and management across various platforms including social media, websites and email marketing	✓	
An enthusiasm for and a clear understanding of Wolves Foundation and its values	✓	
Experience in fundraising and donor communications	✓	
Knowledge of key stakeholders in the city		✓
Technical/work-based skills: skills specific to the job	Essential	Desirable
Safeguarding reporting procedures	✓	
Excellent news sense with the ability to write, clear and compelling (for all platforms), which stimulates both the media and public interest	✓	
Excellent interpersonal and communication skills to maintain credibility and effective working relationships with a wide range of levels including the most senior internal and external stakeholders	✓	
Ability to use Adobe Premier Pro or equivalent and able to learn new IT skills quickly and adapt to different systems, including digital editing and uploading to websites	✓	
General skills and attributes	Essential	Desirable
Understanding of how to work safely with children and/or adults at risk and uphold generally accepted practice when working with those participants.	✓	
Highly organised with the ability to plan and work to deadlines	✓	
Understanding of the non-profit sector, the club community organisation network and the challenges faced by charities	✓	
Proactive and self-motivated with a strong sense of initiative	✓	



Qualifications: the level of educational, professional and/or occupational training required	Essential	Desirable
⚠ Post-holder must hold or obtain at the earliest opportunity the relevant safeguarding training (i.e. FA Safeguarding Children Workshop)	✓	
⚠ Degree in marketing, communications, public relations or a related field		✓
⚠ Post-holder will be subject to a DBS check at the appropriate level and cleared by the Wolves Safeguarding Manager	✓	
⚠ Drivers Licence free of penalties and ownership of own vehicle.		✓

NB: This job description and personal specification is intended to be a general guide to the scope of the duties and not an inflexible specification.