



JOB DESCRIPTION

JOB TITLE:	Commercial Director
DEPARTMENT:	Commercial
REPORTS TO:	Executive Chairman
LOCATION:	Molineux Stadium
HOURS:	37.5 hours per week
DATE:	March 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.

A football club which represents a city built on grit and togetherness and one that is defined by ambition; from pioneering floodlit football to succeeding at the highest levels of the English and European game.

Always looking forward and determined in the face of challenge, bright in spirit and unified by the bond between players, staff and supporters, while remaining humble and grounded in the values of our Wolverhampton community.

At Wolves, we honour the past, while seizing the future.

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

The Commercial Director will lead the club's commercial growth strategy, with primary responsibility for Partnerships and Sponsorship, Commercial Rights and manage supply side commercial agreements and lead of key commercial improvement projects across the football club. The role will drive revenue optimisation, strengthen commercial partnerships, and ensure the club uses data-led insights to inform commercial decisions across all business units.

This position oversees the Head of Partnerships and holds responsibility for delivering sustainable commercial growth, maximising partner value, and setting KPIs for non-football areas of the business. The Director will also play a key role supporting the Chief Operating Officer on commercial modelling, and strategic decision-making.

Key responsibilities

-  Keep maintain CPD, knowledge and skills in relation to safeguarding practices, delivery and management.
-  Responsible for structuring adequate safeguarding related quality assurance assessments for relevant business areas.



- ⚡ Responsible for developing appropriate risk assessments in compliance with health and safety and sexual harassment legislation and ensuring regular evaluations of any risk mitigation strategies.

Partnerships & Sponsorship Growth

- ⚡ Working closely with the Head of Partnerships, develop and deliver the club's strategy for Partnerships and Sponsorship growth across global, regional, and domestic markets.
- ⚡ Lead the identification, negotiation, and renewal of commercial partnerships, ensuring long-term value creation and strategic alignment.
- ⚡ Oversee the performance and development of the Head of Partnerships, ensuring exceptional relationship management and high-quality activation.
- ⚡ Ensure partners receive best-in-class service, delivering measurable value and strong return on objectives.

Commercial Rights & Major Negotiations

- ⚡ Lead negotiations relating to key commercial rights agreements, including kit supply deals (currently SUDU, a Fosun joint venture) and future negotiations with global sportswear brands.
- ⚡ Manage commercial relationships linked to the club's participation in the Premier League, EFL competitions, FA competitions, and associated rights structures.
- ⚡ Act as the senior point of contact commercially for the Premier League, EFL, FA, and relevant rights holders, ensuring contractual compliance and commercial optimisation.
- ⚡ Identify new and emerging categories for partnership expansion, building a diverse and future-focused commercial portfolio.
- ⚡ Work with external agencies and industry partners to maximise visibility and value from competition-related commercial rights.

Data, Analytics & Performance Management

- ⚡ Oversee the club's commercial data and analytics capability to inform commercial decision making, partner valuation, business performance, and revenue optimisation.
- ⚡ Lead the development of dashboards, reporting frameworks, and KPI structures for all non-football departments.
- ⚡ Embed a data-led culture, ensuring insights drive decision-making across ticketing, hospitality, retail, digital, partnerships, and commercial planning.
- ⚡ Work closely with the Chief Operating Officer on pricing strategies, scenario modelling, and long-term revenue forecasting.



Commercial Strategy & Business Performance

- 🔑 Develop a commercially robust strategy focused on sustainable revenue growth across all non-football business areas, working closely with the club's Marketing Director to ensure the strategy is aligned to the brand story and key narrative.
- 🔑 Identify new revenue opportunities across licensing, partnerships, digital inventory, merchandising, and international markets.
- 🔑 Help the club to set performance targets and KPIs to drive accountability, clarity, and continuous improvement across commercial and operational teams.
- 🔑 Collaborate closely with Finance, Marketing, Retail, Hospitality, and other non-football departments to ensure alignment to overarching business priorities.

Leadership & Stakeholder Engagement

- 🔑 Lead, motivate, and develop the Head of Partnerships and wider commercial contributors, building a high-performance culture.
- 🔑 Work closely with Executive Leadership, the Chief Operating Officer, Marketing Director, and cross-functional teams to ensure a cohesive commercial plan.
- 🔑 Represent the club in senior commercial meetings, partner reviews, industry forums, and rights-holder engagements.
- 🔑 Maintain strong relationships with agencies, brands, rights holders, and governing bodies

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 of progressive, humble, determined, bright and unified
- 🔑 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
- 🔑 Responsible for developing appropriate risk assessments in compliance with health and safety and sexual harassment legislation and ensuring regular evaluations of any risk mitigation strategies.

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 Partnerships
 - 🛡️ Wider Partnerships team
 - 🛡️ Executive Leadership
 - 🛡️ Marketing Director
 - 🛡️ Chief Operating Officer
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PERSON SPECIFICATION

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

- 🛡️ Strong understanding of rights frameworks across Premier League, EFL, FA, or similar governing bodies within sport.
- 🛡️ Best-practice revenue principles, including clear separation of new business, client management and fulfilment.
- 🛡️ An understanding of Safeguarding children, young people and adults at risk and wellbeing considerations.

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

Essential

- 🛡️ Strong leadership skills, with experience managing high-performing teams.
- 🛡️ Excellent negotiation, influencing and stakeholder management capabilities.
- 🛡️ Commercially astute, proactive, and resilient with the ability to operate effectively in a dynamic, high-profile environment.

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

Essential

- 🛡️ Excellent attention to detail and the capability to interpret, manage and act on complex data sets.
- 🛡️ Confident, innovative and collaborative.
- 🛡️ Understanding of how to work safely with children, young people and adults at risk to uphold Safeguarding best practice.



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

Essential

- 🔑 Significant senior leadership experience in commercial, partnerships, or commercial rights roles within sport, entertainment, media, or another rights-led industry.
- 🔑 Proven track record in negotiating large-scale sponsorship or partnership deals.
- 🔑 Experience using data and analytics to drive commercial performance and decision-making.

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

Essential

- 🔑 Bachelor's degree in Business, Marketing, Sport Management or a related field (or equivalent professional experience).