



JOB DESCRIPTION

JOB TITLE: Membership Events Planner

DEPARTMENT: Membership

REPORTS TO: Head of Membership

LOCATION: Molineux

HOURS: 37.5 hours

DATE: April 2024

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 competing 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 football, 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

The Membership Events Planner will be responsible for supporting all matchday and non-matchday fan engagement initiatives.

You will work closely with the marketing, membership, and partnership teams to plan and execute a calendar of events both at Molineux and around the city of Wolverhampton. On occasions, this may extend to events nationally and internationally.

On matchday, you will work with the Head of Membership to deliver Wolves official mascot packages & My First Match Day packages.

Create marketing content for the mascot & membership department, working in conjunction with the marketing team.

On a non-matchday, you will lead the membership/events team to engage our junior and adult members such as meet the player evenings, open training sessions, Christmas parties etc.



You'll also support out partners by providing a Wolves presence to events around the city such as cultural festivals, open air concerts or other sporting events (like the Commonwealth games).

The ultimate goal of this role will be to introduce Wolves to a wider network of supporters and nurture relations with existing fans, including international supporters.

Key responsibilities

- Manage all marketing and promotional materials to promote the events.
- Plan virtual events to our oversea fans.
- Working in collaboration with the Head of Memberships to execute sale of mascot packages throughout the season, monitoring and tracking progress.
- Responsible for the administration involved in the preparation and sale of home mascot packages and away experiences, including the responsibility for mascot email inbox.
- Copywrite and proofread content including e-flyers, matchday imagery and programme pages for mascot packages and events.
- Budgetary oversight in any areas of responsibility.
- Create and deliver a programme of events across the season, aimed at increasing the awareness of Wolves. Attendance at these events should tap into new fan audiences, leaving both a positive legacy and boosting commercial opportunities for ticketing and membership.
- Plan and oversee the membership team/events team to deliver events during school holidays and activations including Christmas parties, Open Training Sessions, and Junior End of Season Awards.
- Work collaboratively with other teams across the business and with external resources and organisations to ensure a One Pack mentality is present throughout the role.
- Support Head of Membership with regular research and benchmarking.
- Represent the club professionally at all times.

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 always maintain professional conduct

Safeguarding

- This role involves 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 Memberships
 - Senior Marketing Manager
 - Marketing Team
 - Ticketing Team
 - Media Team
 - Sponsors & Corporate Clients
 - Head of Safeguarding
 - Head of Player Liaison
 - Stadium Operations
 - Wolves Foundation
 - Partnerships department
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Person Specification

Job Title: Membership Events Planner

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 delivering successful live events with 1,000+ attendees
- Managing event staff
- Desire to provide best in class experiences to supporters.
- Experience of working with young children and parents/guardians
- Good knowledge of safeguarding for children and young adults

Desirable

- Experience interacting with football fans

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

Essential

- Exceptional written and verbal skills – particularly when communicating with supporters in person, over email and over telephone
- Experience of using Word, Excel, and PowerPoint

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.
- Professional telephone manner.
- Willingness to learn and get involved with tasks that aren't necessarily described within your job description.
- Confident communicator. Happy to proactively suggest ways to improve our existing offering.
- Strong attention to detail.
- Passionate about the Club and confident in approach.
- Flexible working hours, including all *home matchdays for the 1st team.

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

Desirable

- 3+ Years of experience delivering successful events.
- 3+ Years of experience with budgetary control for events.
- Working with children and/or vulnerable adults.



- Experience in supporting any relevant committees and working groups.
- Worked in football setting.
- Manage successful events.
- Liaison with corporate customers.

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

Essential

- Post-holder must hold or obtain at the earliest opportunity the relevant safeguarding training (i.e. FA Safeguarding Children Workshop)
- Post-holder will be subject to a DBS check at the appropriate level and cleared by the Wolves Safeguarding Manager
- Maths and English to a secondary level.
- Events Management.

Desirable

- Marketing degree or similar relevant qualification.