



JOB DESCRIPTION

JOB TITLE: Business Development Specialist- – Ticketing, Hospitality, Museum Tour & Events

DEPARTMENT: Events

REPORTS TO: Chief Operating Officer

DIRECT REPORTS: None

LOCATION: Molineux Stadium

HOURS: 37.5 hrs a week, 9am-5.30pm Mon-Fri

DATE: September 2025

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 amongst football's elite, in the Premier League for a sixth successive season; but now we 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 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 and to ensuring that Wolves is free from discrimination and harassment.

Job purpose

We are looking for a proactive and commercially minded **Business Development Specialist** to join our team, focusing on Ticketing, Hospitality, Stadium Tours and Events. This role is dedicated to driving revenue growth, building new customer opportunities, and enhancing the overall client journey for our live experience products.

Working closely with these teams, as well as the Club's central Marketing and Digital departments, you will act as the bridge between sales strategy and execution – ensuring our products reach the right audiences, through the right channels, with clear commercial outcomes.

Key responsibilities

- **Strategy & Campaign Support**
 - Support the Ticketing, Hospitality, Stadium Tours and Events team in developing tailored marketing strategies for each product line.



- Identify, test and optimise **paid digital advertising channels** (Google Ads, social media ads, affiliates, etc.) to drive sales.
- Regularly analyse campaign performance and provide actionable feedback to the sales team.
- **Execution & Coordination**
 - Manage the marketing calendar for all relevant products, ensuring timely execution of scheduled emails, app pushes and campaign content.
 - Act as the primary liaison with the Club's central Marketing and Digital teams to ensure smooth coordination and alignment.
 - Oversee day-to-day marketing execution tasks, ensuring campaigns launch on time and to a high standard.
- **Innovation & Growth**
 - Research and explore **new E-commerce and ticketing promotion channels** to broaden reach and improve ROI.

Share insights and best practices from the sports and entertainment industry to keep our marketing approach innovative

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

Key relationships

- Chief Operating Officer – line manager.
 - Marketing/Digital– working closely to provide support as and when required.
 - Head of departments- F&B, Ticketing, Ancillary Sales & Events
 - Media/Content team – to ensure Wolves digital platforms and marketing increase the audience and engagement of the club's written, video and audio content.
 - Commercial, partnerships and Wolves Foundation – assisting in delivering digital marketing campaigns on behalf of various departments within the club.
-



PERSON SPECIFICATION

Job Title: Marketing Support Specialist – Ticketing, Hospitality & Events

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 marketing, digital advertising or campaign management, ideally in sports, entertainment, or live events.
- Strong understanding of paid digital marketing channels (Google Ads, Facebook/Instagram Ads, PPC, affiliates, etc.).
- A strong understanding of GDPR and best practices with regards to data management
- An understanding of football fans, what makes them tick

Desirable

- Knowledge of Wolves, the club, it's history/traditions and supporters

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.
- Strong written English and creative writing for marketing campaigns

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

Essential

- Ability to analyse data, interpret results and produce clear performance reports.
- Excellent communication and coordination skills, with experience collaborating across multiple teams.
- Highly organised with strong attention to detail and ability to manage multiple projects simultaneously.
- A proactive and problem-solving mindset, with passion for live sport and events.

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

Essential

- Minimum of one year working with Business Development/ Digital Marketing

Desirable

- Previous experience of delivering a digital platform or project from ideation to launch



Qualifications: the level of educational, professional and/or occupational training required
<u>Desirable</u> <ul style="list-style-type: none">• Business/ Marketing degree or similar relevant qualification.