



## JOB DESCRIPTION

**JOB TITLE:** Official Club Mascot  
**DEPARTMENT:** Marketing  
**REPORTS TO:** Senior Marketing Manager  
**DIRECT REPORTS:** None  
**LOCATION:** Molineux  
**HOURS:** Matchdays & Events (Casual)  
**DATE:** August 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 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 take seriously our commitment to the safeguarding of children and adults at risk and to ensuring that Wolves is free from discrimination and harassment.**

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### Job purpose

We are seeking an enthusiastic and energetic individual to join our official Wolves mascot team. As the Club's official mascot, you will represent Wolverhampton Wanderers Football Club and play a vital role in engaging and entertaining our fans during match days and various club events. You will embody the spirit and values of the club while providing a memorable experience for supporters of all ages and backgrounds.

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### Key responsibilities

- Perform as one of our official Club mascots, during home matches, community events, promotional activities, and other appearances as required.
- Engage with fans of all ages and backgrounds, creating a positive and exciting atmosphere during matches and events.
- Proactively interact with supporters, posing for photographs, signing autographs and spreading enthusiasm and team spirit.
- Perform short dance routines and engage in lively movements to entertain the crowd.
- Represent the club in a professional and positive manner at all times, maintaining appropriate behaviour and adhering to club guidelines.



- Assist with bringing ideas to the table for the development and execution of promotional campaigns and events, both within and outside the stadium i.e., Pride Events.
- Collaborate with the marketing, memberships and fan engagement teams to generate new ideas for fan interaction and enhance the overall match day experience.

### **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
- Excellent interpersonal skills with the ability to engage and connect with individuals of all ages and backgrounds, with an appreciation of adapting to the environment.

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### **Equality, Diversity & Inclusion**

A club mascot is an extension of our values leading as a positive ambassador of our ethos #OnePack which badges our individual commitment to ensuring the Club and its activities are inclusive and uphold the requirements of the Equality Act 2010.

This role will proactively engage and interact with a diverse range of people of all abilities, ages, backgrounds, cultures and genders.

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### **Safeguarding**

This role carries a specific safeguarding responsibility. This means that the post-holder is required to apply all relevant policies and uphold the Club's commitment to safeguarding vulnerable people.

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### **Key relationships**

There are a number of key relationships to maintain and manage within the role.

- Closely liaising with the Memberships Team, Marketing Team and Event Coordinators on a matchday.
- Maintain strong relationships with fans.
- Work together and cohesively with our other official Club mascots during appearances, ensuring the mascot brief is followed.



### **Scope of job**

To be considered for the role, and what is expected during matchdays and Club appearances, you must demonstrate the following personal qualities and scope of the job.

- Enthusiastic and outgoing personality, with a natural flair of portraying a positive and friendly image for the club.
- Adaptable to a high tempo environment which can include withstanding long periods of wearing the mascot suit, striking the right balance between engaging with individuals and/or performing energetic routines according to the environment.
- Demonstrated professionalism and reliability in previous performance or entertainment inspired roles such as dance, drama, theatre studies and/or expressive arts.
- Availability to work flexible hours, including evenings, weekends, and school holidays as required.



## PERSON SPECIFICATION

### Job Title: Official Club Mascot

**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

- Working safely with children and engaging crowds in a safe manner.
- Committed to wearing the mascot outfit as required.

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

Essential

- Enthusiastic and outgoing personality, a genuine team player who can portray a positive and friendly image for the club.
- Energetic dance abilities, with the confidence to perform to a public audience.

**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 professional practice and acceptable behaviour when working with those participants.
- Promote, adhere to and implement the Club's Equality Policy and to work consistently to embed equality and diversity in all areas of the role within Club.

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

Desirable

- Working with children and/or vulnerable adults

**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