



JOB DESCRIPTION

JOB TITLE: CRM & Data Manager
DEPARTMENT: Digital
REPORTS TO: Head of BI & Digital
LOCATION: Molineux (Hybrid)
HOURS: 37.5 hrs a week, 9am-5.30pm Mon-Fri
DATE: 16/10/2025

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. For two decades 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 an eighth 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

Job purpose

As a key member within the marketing function, the CRM & Data Manager will own and drive the club's data-driven CRM strategy to increase supporter engagement, personalisation, and commercial performance.

This is a hands-on role with responsibility for the end-to-end delivery and optimisation of CRM campaigns, data insight, and platform development. The CRM & Data Manager will act as the club's subject matter expert for CRM and supporter data, influencing stakeholders across departments to embed data-led decision making.

The CRM & Data Manager will work closely with CRM & Data Assistant to deliver objectives, and, in time, this role will take a lead in mentoring, developing and managing a growing CRM & Data team to build long-term capability.



Key responsibilities

- Lead the development and delivery of the club's CRM & Data strategy and roadmap to drive engagement, personalisation and commercial performance.
- Own the planning, execution and optimisation of CRM and email campaigns, ensuring accuracy, relevance and strong ROI.
- Develop and implement advanced segmentation, automation and personalisation to enhance supporter experiences.
- Define, track and report on CRM performance KPIs, providing insight and recommendations to stakeholders and senior leadership.
- Manage and improve CRM platforms, processes and integrations (e.g. ticketing, merchandising, hospitality, SSO) to maintain a single customer view.
- Lead data quality and governance initiatives, ensuring GDPR compliance and responsible data acquisition, storage and usage.
- Collaborate with marketing, content, commercial and other departments to embed data-driven thinking in campaigns and supporter experiences.
- Manage relationships with technology suppliers and partners, overseeing deliverables, performance and system enhancements.
- Act as the subject matter expert for CRM and supporter data, influencing stakeholders and driving continuous improvement across the club.
- Operate in a hands-on capacity while mentoring the CRM & Data Assistant and laying the foundations for future team leadership and capability development.

General responsibilities

- Compliance with Club policies
- Compliance with the Club's Health & Safety procedures
- Compliance with the Club's Safeguarding policies
- Promote the Club's values
- Work consistently to embed equality & diversity into the Club
- Undertake such other duties as may be reasonably expected
- Maintain professional conduct at all times

Safeguarding

- This role may involve 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 BI & Digital – line manager.
- CRM & Data Assistant – collaborate to implement an effective CRM strategy.
- Digital Marketing Executive – collaborate on integrated marketing campaigns.
- Senior Marketing Manager – align CRM activity with wider marketing strategy.
- Media/Content team – drive supporter engagement and audience growth.
- Commercial, Partnerships, Football Development, Wolves Foundation – deliver data-driven campaigns and insights for departmental objectives.
- Merchandising team – understand and support objectives, while striving to achieve balanced and nuanced activity to maximise effectiveness.
- Technology and data partners (e.g. ticketing, merchandising, hospitality) – optimise integrations and supporter experiences.
- Legal & Data Protection Officer – ensure GDPR compliance and data governance.

Scope of job

- Lead the delivery of daily and segment-based CRM campaigns to a global supporter base of over 1 million.
- Own CRM performance reporting, analysis and insight to inform strategic decisions across the club.
- Drive adoption of data-led decision making across marketing, commercial and operational teams.
- Manage day-to-day relationships and projects with CRM and data partners, ensuring integrations, platforms and workflows operate effectively.
- Take accountability for CRM KPIs (engagement, retention, revenue, data growth, deliverability).
- Build the foundation for future team expansion, processes and capability within the CRM & Data function.



Person Specification

Job Title: CRM & Data Manager

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 a CRM, data or marketing automation role with end-to-end campaign ownership.
- Experience managing or optimising CRM platforms and customer data.
- Demonstrable success using segmentation and personalisation to improve engagement and conversion.
- Strong analytical skills with experience presenting actionable insights to stakeholders.
- Proven ability to work cross-functionally with marketing, digital, commercial or technology teams.
- Track record of delivering multiple projects or campaigns in a fast-paced environment.

Desirable

- Experience in a CRM Manager or Senior CRM/Data role, ideally within sport, entertainment, retail, or membership-based organisations.
- Strong understanding of marketing automation, customer lifecycle journeys, loyalty programmes and senior management reporting requirements.
- Familiarity with data governance, GDPR and working with Legal/Data Protection teams.
- Experience managing external suppliers, agencies, technology partners and collaborating with developers (Agile/project management exposure beneficial).
- Ability to mentor or support junior team members and contribute to building team capability.
- Understanding of Wolves' brand, history, traditions and supporter base (or strong willingness to develop this quickly).

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

Essential

- Strong understanding of CRM principles, customer lifecycle, data-driven marketing and GDPR/best practice data handling.
- Confident user of CRM/ESP platforms with experience building segments, automated workflows and personalised campaigns.
- Strong analytical skills with proficiency in reporting tools (e.g. Excel, dashboards, analytics platforms) and ability to translate data into insight.



- Understanding of data quality, single customer view and CRM/data integrations.
- Strong written English and creative copywriting for marketing campaigns.
- Basic HTML/CSS for email or on-page edits, with basic image/video editing skills.

Desirable

- Knowledge of CDPs, personalisation tools or advanced automation.
- Understanding of API integrations and customer data pipelines.
- Familiarity with budgeting or procurement in a marketing technology context.

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

Essential

- Strong communication skills (written and verbal) with the ability to collaborate effectively across departments.
- Excellent workflow and time management, able to prioritise multiple projects and set realistic expectations with stakeholders.
- High attention to detail and accuracy in all work.
- Analytical mindset with the ability to identify trends and solve problems using data.
- Proven ability to work in a fast-paced, evolving environment with resilience and adaptability.
- Commercially aware and focused on delivering measurable outcomes.
- Positive, proactive and collaborative approach to working with others.
- Passion for data-driven marketing and supporter/customer engagement.
- Alignment with the Club's values, professionalism and commitment to safeguarding, equality, diversity and inclusion.
- Understanding of how to work safely with children and/or vulnerable adults, in line with safeguarding best practice.

Desirable

- Project management skills, including working with third-party agencies and keeping multiple projects on track.
- Interest in football, sport or fan engagement.



- Enthusiasm for new technology and innovation in CRM.
- Curious, growth-oriented mindset with a drive for continuous improvement and learning.

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

Essential

- Significant experience working with CRM and/or marketing automation platforms, with responsibility for strategy delivery or performance optimisation.
- Proven experience delivering and improving large-scale CRM/email marketing campaigns.
- Strong understanding of supporter/customer journeys and data-driven engagement.
- Experience managing data quality and ensuring GDPR compliance within CRM or marketing systems.

Desirable

- Experience working with external agencies or partners to deliver data-led CRM strategies, ideally within sport, entertainment or membership-based organisations.

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

Essential

- Proven experience in a CRM, data or digital marketing role with increasing levels of responsibility.

Desirable

- Qualification in marketing, digital, data or a related field (e.g. degree, diploma, certification).
- Experience working in the CRM/data/digital function of a sports, entertainment or membership-based organisation.