



JOB DESCRIPTION

JOB TITLE:	CRM & Data Assistant
DEPARTMENT:	Digital
REPORTS TO:	Head of BI & Digital
LOCATION:	Molineux (Hybrid)
HOURS:	37.5 hours per week, 9am – 5.30am (Monday – Friday)
DATE:	August 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.

Our purpose is to make our pack proud by uniting our city, inspiring our communities and delivering unforgettable moments.

We challenge ourselves to be brave, embrace new ideas and take ownership of our actions, while earning trust through integrity, respect and humility. United as One Pack, we care for one another, celebrate our differences and work together to achieve more than we ever could alone.

At Wolves, we honour our past while shaping our future. Creating lasting memories for our supporters, our city and each.

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 of the digital team, the CRM & Data Assistant will work closely with the CRM & Data Manager, with strategic oversight from the Head of BI & Digital. The role will support the delivery of the Club's data-driven CRM strategy, assisting in the planning and execution of CRM initiatives. The Assistant will also work closely with Digital Marketing colleagues to deliver effective campaigns and provide support across the Club.



Key responsibilities

- 🛡️ Assist the CRM & Data Manager in maintaining the club's CRM system to ensure a single customer view, supporting effective marketing activity and GDPR compliance.
 - 🛡️ Profile supporter data to create meaningful customer segments that enhance the relevance and impact of Club communications.
 - 🛡️ Build, schedule and distribute a range of email campaigns – including content-led (pre- and post-match), operational and commercial messages – ensuring accurate reporting and performance tracking.
 - 🛡️ Assist in the coordination of the email marketing calendar to deliver timely and relevant communications, while nurturing and maintaining database health.
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General responsibilities

- 🛡️ Compliance with Club policies
 - 🛡️ Compliance with the Club's health and safety procedures
 - 🛡️ Compliance with the Club's safeguarding policies
 - 🛡️ To promote and support the Club's values;
 - **One Pack:** Collaborate, build trust and care for each other.
 - **Be Brave:** Be bold, honest, and embrace challenges with courage.
 - **Raise our Game:** Seek improvement and strive for excellence in everything we do.
 - **Own It:** Act with integrity and take full responsibility for actions and results on and off the pitch.
 - **Stay Humble:** Show respect, listen to others, and leave egos at the door.
 - 🛡️ 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
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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 BI & Digital – the line manager
- 🛡️ CRM & Data Manager – collaborating to implement an effective CRM strategy.
- 🛡️ Digital Marketing Executive – working closely to provide support as and when required.
- 🛡️ Senior Marketing Manager – liaise to deliver the data aspects of the Club's ad hoc marketing campaigns.
- 🛡️ Media / Content team – to ensure Wolves data and marketing increase the audience and engagement of the Club's written, video and audio content.
- 🛡️ Commercial, partnerships, football development and Wolves foundation – assisting in delivering digital marketing campaigns and data analysis on behalf of various departments within the club.

Scope of job

- 🛡️ Deliver daily email newsletters, notifications and targeted campaigns to a global supporter base of over 1 million, ensuring high standards of accuracy, timeliness and engagement.
- 🛡️ Support the reporting and analysis of marketing and commercial activity across multiple departments, helping to identify trends, measure impact and inform decision-making.
- 🛡️ Act as a data champion within the business, working with CRM & Data Manager to uphold data legislation and best practice across all supporter touchpoints.
- 🛡️ Work with stakeholders across marketing, commercial and operational teams to embed data-driven thinking into campaigns and supporter experiences.
- 🛡️ Provide a supporting role on projects with the club's data partners, helping to ensure deliverables are met and integrations run smoothly.
- 🛡️ Support the development and delivery of segmented campaigns and automated journeys across the supporter lifecycle, including acquisition, onboarding, engagement, retention and renewal.



PERSON SPECIFICATION

Job Title: CRM & Data Assistant

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 supporting the delivery of data-driven CRM and digital campaigns.
- 🛡️ Best practice in email marketing including image to text ratio, image size, subject lines, send time, frequency, audience segmentation to optimise for highest possible open and click through rates.
- 🛡️ Knowledge of GDPR regulations and best practices with regards to data management.
- 🛡️ A thorough understanding of football fans, what makes them tick

Desirable

- 🛡️ Knowledge of Wolves, the club, its history/traditions and supporters.
- 🛡️ Experience of Agile methodology and project management for greater insight into developer workflows.
- 🛡️ An understanding of the data and reporting requirements of internal teams.

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.
- 🛡️ Basic image and video editing.
- 🛡️ Strong written English and creative writing for marketing campaigns.

Desirable

- 🛡️ Experience of using data analysis to rethink commercial and communication strategy.
- 🛡️ Adobe Creative Suite including Photoshop.

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

Essential

- 🛡️ Understanding of safeguarding practices and the ability to work safely with children and/or vulnerable adults.
- 🛡️ Commitment to promoting and embedding equality, diversity, and inclusion, in line with the Club's Equality Policy.
- 🛡️ Excellent written and verbal communication skills, with the ability to collaborate effectively across multiple departments.



- 💡 Strong organisational and workflow management skills, with the ability to prioritise multiple projects during busy periods.
- 💡 Ability to set clear and realistic expectations for email marketing delivery timelines and communicate these effectively to colleagues.
- 💡 Ability to manage expectations and communicate realistic delivery timescales to colleagues.
- 💡 Exceptional attention to detail, ensuring accuracy and quality in all work.
- 💡 Strong analytical skills, with the ability to identify and interpret trends within data.
- 💡 Proven ability to perform effectively in a fast-paced, deadline-driven environment.

Desirable

- 💡 Project management experience, including working with third party agencies to manage multiple projects simultaneously and ensure timely delivery.

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

Essential

- 💡 At least one year's experience working in a CRM, data, digital marketing or related role.
- 💡 Experience using a CRM/ESP platform to deliver email marketing campaigns.
- 💡 Experience managing customer/supporter data in line with GDPR and data-management best practice.

Desirable

- 💡 Working with external agencies to deliver a data led CRM strategy on behalf of a sports club/organisation.

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

Essential

- 💡 One year's work experience in a data/digital function.

Desirable

- 💡 Post 16 or higher education qualification in marketing or digital.
- 💡 Experience of working within the data/digital department of a professional sports club/organisation.