



JOB DESCRIPTION

JOB TITLE: Marketing Planning Executive
DEPARTMENT: Marcomms
REPORTS TO: Head of Marketing Planning
LOCATION: Molineux Stadium
HOURS: 37.5 Hours
DATE: 29/1/2025

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.

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

This role will work within the Marcomms team and provide wide ranging planning and campaign support across internal sales teams, international projects and ALPHA LABS (innovation start up projects).

Key responsibilities

- To be the central point of marketing contact for the Football Development team, Partnerships team and international projects
- Working with the Head of Digital to devise new ideas and provide start-up support to projects within ALPHA LABS
- Responsibility for creating campaign briefs and feeding back into the Marcomms team; and co-ordinating with the relevant staff for campaign design, any necessary video production or website development and/or physical events to engage fans.
- Working with the player liaison team to co-ordinate any necessary photoshoots or player appearances to meet the requirements of any agreed marketing campaigns
- Provide weekly evaluation of marketing campaign results and iterating delivery to ensure sales are maximised
- Liaising with the network of Supporters Clubs around the world; and maintaining the associated platforms (Website, Facebook Page, WhatsApp group, WW Lounge)
- Working alongside the Head of Marketing Planning on key events for international growth – specially Supporter Club meet-ups, or Premier League Mornings Live events
- Supporting on matchday operations for all fixtures (Premier League, Cup, Preseason) at Molineux and potential special events.



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

- General Manager – Marketing & Commercial Growth
- Head of Marketing Planning
- Supporter Club Chairman
- Fan Services Manager
- Head of Digital
- Head of Content

Person Specification

Job Title: Marketing Planning Executive

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

- 2+ years marketing experience (strategic and operational)
- Track record of getting the best out of people / agencies and overall people and team management experience
- Experience of managing third party agencies

Desirable

- Previous experience of working in football
- Experience of working in the entertainment industry
- Experience of working with celebrity/high profile talent

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

Essential

- Exceptional knowledge of the office suite (power point, excel, word, outlook)



- Technical experience of using digital / content management systems

Desirable

- Ability to speak more than one language
- Experience of budgeting and managing monthly budget meetings

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

Essential

- Ability to be nimble and progressive, always looking for the opportunity
- Strong commercial acumen
- Ability to build relationships quickly and sustain relationships in time-pressure situations

Desirable

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

Essential

- 2+ years of working in a high performing marketing teams (agency or client side) experience managing membership programmes

Desirable

- Experience of being part of successful major events (more than 1,000 people)

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

Essential

- Marketing degree or equivalent qualifications/experience

Desirable