



JOB DESCRIPTION

JOB TITLE:	Digital Marketing Assistant – 12 Month FTC
DEPARTMENT:	Digital
REPORTS TO:	Head of BI & Digital
LOCATION:	Molineux (Hybrid)
HOURS:	37.5 hours per week, flexible but includes weekday evenings and weekends
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

Working as part of the digital team and reporting directly to the Head of Business Intelligence & Digital Platforms, the Digital Marketing Assistant will work closely with the Digital Marketing Executive to ensure all Wolves digital platforms and marketing is accurate, timely and optimised, helping the club to grow, engage and monetise its digital audience. A core focus of the role will be to manage and deliver Wolves streaming services during the 2026/27 season, while working with our CRM and Data team to co-ordinate digital marketing campaigns and support departments across the club.



Key responsibilities

- 🛡️ Management of Wolves audio and video streaming platform, liaising with the EFL and our third-party providers to ensure the correct territory-specific feeds are made available for each match, address any issues, co-ordinate with internal departments while always maintaining high service levels. This requires working hours across weekends and weekday nights in line with Wolves' participation in respective football competitions during the season.
 - 🛡️ Provide weekly reports to the Head of BI & Digital and Digital Marketing Executive that highlight performance and revenue generated via the streaming platform.
 - 🛡️ Respond in a timely manner to customer queries arising from the streaming platform regarding technical issues and payments/refunds.
 - 🛡️ Daily monitoring of Wolves digital platforms to ensure constant uptime across all platforms.
 - 🛡️ Ensure the club's key digital platforms contain up-to-date, accurate information, using existing content management systems (CMS) for creation, editing, publishing, and scheduling of key club marketing and operational information.
 - 🛡️ Regularly review platforms and the user experience across website and mobile app, ensuring an optimal experience while flagging bugs or issues with the Digital Marketing Executive.
 - 🛡️ Assist the Digital Marketing Executive with paid social advertising that services internal departments and supports promotional opportunities.
 - 🛡️ Work alongside our content and sponsorships teams to plan, execute and report on ad hoc digital marketing campaigns for the club and its partners.
 - 🛡️ Management of Wolves Digital Advertising inventory to ensure commercial commitments are met while maintaining scope for additional external advertisements to be sold.
 - 🛡️ Collaborate closely with several departments in the wider business including marketing, communications, commercial, partnerships, football development, and the Wolves Foundation.
 - 🛡️ Provide support to the CRM and Data team, particularly regarding information and assets that promote streaming packages in regular weekly email marketing communications to the Wolves Database.
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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
- 🛡️ Digital Marketing Executive – supporting and collaborating to maintain optimal digital services.
- 🛡️ CRM & Data Manager - working closely to provide support as and when required.
- 🛡️ Media/Content team – ensuring Wolves streaming and digital platforms increase the opportunities to grow audience and engagement of the club's written, and audio-visual content.
- 🛡️ Senior Marketing Manager – liaise to deliver the data aspects of the Club's ad hoc marketing campaigns.
- 🛡️ 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

- 🛡 Responsibility for the management of the club's streaming platform and customer service, while assisting with the digital marketing campaigns, designed to increase subscribers and reduce churn.
- 🛡 Monitoring of live streams including first team video (for eligible matches), audio commentary, u21s live video, Wolves Women commentary. Often requires evening and weekend shifts, factored into weekly working hours.
- 🛡 Helping manage club-owned digital platforms including wolves.co.uk and Wolves mobile app, attracting millions of visits per season.
- 🛡 Supporting the Digital Marketing Executive with app push notifications and paid social advertising campaigns in a variety of languages and regions.
- 🛡 Assisting the CRM and Data Manager in delivering emails sent to our database of 1m+ supporters around the world.

PERSON SPECIFICATION

Job Title: Digital Marketing 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

- 🛡 Knowledge of and experience in managing audio-visual streams, using content management systems (CMS) to maintain and update a website or mobile app.
- 🛡 Understanding of social media advertising guidelines and best practices to ensure lowest cost per result.
- 🛡 An understanding of football fans, what makes them tick.

Desirable

- 🛡 Best practice in email marketing including image to text ratio, image size, subject lines, sending time, audience segmentation to optimise for highest possible open and click through rates.
- 🛡 An understanding of GDPR and best practices with regards to data management.
- 🛡 Knowledge of Wolves, the club, its 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.
- 🛡️ Basic image and video editing.
- 🛡️ Strong written English and creative writing for copy, promos and marketing campaigns.

Desirable

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

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.
- 🛡️ Confident negotiating skills to agree realistic delivery dates internally, based on workload and database management requirements.
- 🛡️ 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

- 🛡️ Minimum of one year working with a CMS.
- 🛡️ Basic online customer service experience.

Desirable

- 🛡️ Working with external agencies to deliver a streaming service 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 digital function.

Desirable

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