



## JOB DESCRIPTION

**JOB TITLE:** Media and Marketing Manager - Women's/Academy

**DEPARTMENT:** Media/Academy

**REPORTS TO:** Communications Director

**LOCATION:** Sir Jack Hayward Training Ground, Compton Park

**HOURS:** Full-time 37.5 hours per week including evenings, weekends and match-days.

**DATE:** Starting asap

**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.

After a sensational 2017/18 season which saw Wolves clinch the Sky Bet Championship trophy and promotion to the Premier League, followed by a record breaking seventh place finish in the Premier League and qualification for European competition for the first time in nearly 40 years, the club is consistently going from strength to strength. But at Wolves it is all about what we will do, not what we have done.

**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 and to ensuring that Wolves is free from discrimination and harassment.**

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### Job purpose

Wolves are searching for a talented and motivated individual to take up the position of Media and Marketing Manager - Women's/Academy.

Working as a key member of the club's innovative communications and marketing team, the successful candidate will focus on promoting and amplifying the activities, achievements, and values of the club's progressive and successful Category One Academy, its associated teams, Wolves Women and its associated Academy.

This role combines exceptional storytelling and creative content production with strategic marketing, aiming to elevate the profiles of the Academy and Wolves Women locally, nationally, and internationally. It requires an individual adept at crafting compelling multimedia content, developing marketing campaigns, and driving engagement across digital platforms and other marketing channels.



Based primarily at the Academy's Compton Park training base, the successful candidate will cover all aspects of the Academy and Wolves Women setups, including matchday media, marketing campaigns, player development and loan player updates, and innovative projects, while supporting the promotion of key values and achievements.

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### **Key responsibilities**

- Develop and manage all Wolves Women and Wolves Academy channels, including wolves.co.uk, social media platforms, and additional content streams.
- Attend and cover fixtures and training sessions across Wolves Women and Academy teams, ensuring high-quality content is delivered promptly.
- Produce engaging written, visual, and video content tailored to different audiences, including website articles, match reports, and social media posts.
- Support live video coverage and provide in-game updates for selected Wolves Women and Academy matches, streamed via Wolves channels or broadcast partners.
- Create and implement marketing campaigns to promote Wolves Women and Academy matches, achievements, initiatives, and values, targeting diverse audiences.
- Develop relationships with key Wolves Women and Academy staff to identify opportunities for storytelling and promotion of unique projects and milestones.
- Collaborate with the club's marketing team to align Wolves Women and Academy branding with the overall club identity, ensuring consistency across all channels.
- Lead campaigns to grow the global profile of the Wolves Women and Academy, working with partners to amplify success stories and engage with international audiences.
- Research and benchmark against other clubs and organisations to ensure Wolves Women and Wolves Academy content and marketing strategies remain innovative and competitive.
- Work closely with the communications team to identify and secure feature and interview opportunities for Wolves Women and Academy staff and players.
- Ensure all content adheres to the club's style guide and maintains the highest standards across platforms.

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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 the club's values
- 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

### Key relationships

- Wolves Women players and staff – Build fantastic relationships with Wolves Women players, staff and head coach to develop trust to create great content and marketing campaigns to promote them to a wider audience.
- Communications Director – Taking guidance from the communications director on day to day media relations and communications opportunities.
- Senior Marketing Manager – Work closely with the senior marketing manager to ensure quality and consistency across all marketing campaigns.
- Head of Content - Taking guidance from the head of content on the direction of Wolves Academy output across all channels.
- Social Media Manager – Working closely with the social media manager to ensure that the Wolves Academy's and Wolves Women's dedicated social media channels are in line with the club's overarching strategies.

### Person Specification

**Job Title:** Media and Marketing Manager - Women's/Academy

**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

- Demonstrable interest and understanding of football, particularly the women's and academy game.

#### Desirable

- Experience using content management systems (CMS) to publish digital content.
- Video editing experience using Adobe Premier Pro
- Understanding of digital audience behaviours and content performance metrics (e.g. engagement rates, reach, watch time).

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

#### Essential

- A good copywriter with attention to detail.
- Confident understanding of social media platforms, trends, and best practice content strategies.

#### Desirable

- Some understanding of video, cameras and editing
- Understanding of brand tone, visual identity, and how to apply it consistently across channels.

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

#### Essential



- Excellent communication and interpersonal skills; able to build strong working relationships across departments.
- Creative mindset with a proactive approach to generating engaging content opportunities.
- Able to manage competing priorities and deliver high-quality work to tight deadlines.
- Highly organised, reliable, and self-motivated with good time management.
- Calm and composed under pressure, with the ability to work independently and as part of a team.
- Flexible approach to working hours, including evenings, weekends, and matchdays when required.
- Committed to promoting and embedding equality, diversity, and inclusion in all areas of the club's work.

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

Essential

- A track record of producing high level content for an elite organisation.

Desirable

- Experience working within a football club, professional sports team, or academy environment.
- Exposure to marketing campaign planning or content strategy development.
- Experience interviewing players, coaches, or staff for feature content.
- Experience managing or contributing to multi-platform content schedules.

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

Essential

Desirable

- Educated to degree level in journalism, media, marketing, video production or similar.