



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Social Media Manager
<b>DEPARTMENT:</b>	Creative & Content
<b>REPORTS TO:</b>	Senior Content Strategist
<b>LOCATION:</b>	Molineux Stadium
<b>HOURS:</b>	37.5 hours per week including evenings, weekends and match-days
<b>DATE:</b>	March 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.

A football club which represents a city built on grit and togetherness and one that is defined by ambition; from pioneering floodlit football to succeeding at the highest levels of the English and European game.

Always looking forward and determined in the face of challenge, bright in spirit and unified by the bond between players, staff and supporters, while remaining humble and grounded in the values of our Wolverhampton community.

At Wolves, we honour the past, while seizing the future.

**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**

Wolves are searching for a talented and motivated individual to take up the position of Social Media Manager and join our forward thinking and innovative Creative & Content team at the beginning of the club's 150<sup>th</sup> anniversary year.

The successful applicant will lead the day-to-day management of the main social media channels, delivering engaging, real-time storytelling that connects supporters around the world with the football club.

Working closely with the rest of the Creative & Content team, the individual will plan and deliver an innovative social content strategy and use data and insights to continuously grow our audience, engagement and global reach.

---

### **Key responsibilities**

- 📌 Manage the output across the men's first-team social media channels, combining compelling copy with an eye for best-in-class photography, design and video.
- 📌 Work closely with video and editorial teams to arrange and distribute a wide variety of content across the club's numerous social channels and digital platforms.



- 🛡️ Adapt content for each platform, ensuring best practice for TikTok, Instagram, X, Facebook, YouTube and club-owned channels.
- 🛡️ Deliver real-time social media coverage of men's first team matches.
- 🛡️ Contribute creative ideas that enhance the club's digital storytelling and expand the content offering across platforms.
- 🛡️ Support the delivery and development of the club's social media strategy, aided by continual research into current trends and best practices.
- 🛡️ Identify emerging trends, formats and platforms to help grow reach and engagement in key markets.
- 🛡️ Explore new ways to expand our reach on new and existing platforms, in line with club's key growth markets.
- 🛡️ Use analytical knowledge to ensure maximum value from current content offering, to influence future content decisions and identify possible sponsorship opportunities.
- 🛡️ Guide and assist the business' marketing and commercial teams with their requests for social media support, identifying opportunities to integrate sponsored content organically.
- 🛡️ Support Head of Content, Senior Content Strategist and Video Manager with any other relevant tasks.

---

### **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 of progressive, humble, determined, bright and unified
- 🛡️ 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

---

### **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

- 🛡 Senior Content Strategist – Taking overall guidance from the Senior Content Strategist on all day-to-day tasks and content distribution.
- 🛡 Video Manager – Making considered long and short-form video requests that will maximise content engagement and viewership.
- 🛡 Head of Content – working with the Head of Content to deliver the club’s overall content strategy

---

## PERSON SPECIFICATION

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

- 🛡 A passion for modern digital media and social trends.
- 🛡 A good understanding of how social media channels differ and how to tailor content for each channel to maximise performance.
- 🛡 An interest and deep understanding of football and how it is covered on digital platforms.
- 🛡 Supporter culture and how fans communicate or interact with their team online.
- 🛡 An understanding of Safeguarding children, young people and adults at risk and wellbeing considerations.

### Desirable

- 🛡 Deep understanding of vertical video platforms and editing styles.

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

### Essential

- 🛡 Advanced understanding of core social media platforms (Facebook, X, Instagram, TikTok and YouTube).
- 🛡 A good understanding of social media analytics tools and using insights gained to shape future content plans.

### Desirable

- 🛡 Some experience filming mobile content.
- 🛡 Some experience of graphic design.
- 🛡 Competent use of Adobe Photoshop, Adobe Premier Pro or Meta’s Edits app.

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

### Essential

- 🛡 Strong communication skills and the ability to develop strong relationships across the club.
- 🛡 Ability to work to strict deadlines.
- 🛡 Competent and personable with good time management skills.
- 🛡 Ability to work calmly under pressure and as a member of a team and individually.
- 🛡 Pro-active, organised and methodical.



- 🛡️ Creative and outgoing.
- 🛡️ Willing to work flexibly and with anti-social hours.
- 🛡️ Promote, adhere to and implement the club's Equality Policy and to work consistently to embed equality and diversity within the club.
- 🛡️ Understanding of how to work safely with children, young people and adults at risk to uphold Safeguarding best practice.

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

Essential

- 🛡️ Evidence of work within high profile social accounts or business accounts.
- 🛡️ Experience of live social media coverage of sporting events or similar.

Desirable

- 🛡️ Experience of working in a football club environment or in a similar role.
- 🛡️ Experience of using a social media graphics platform to create content.

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

Desirable

- 🛡️ Educated to degree level in digital media or similar.