



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Marketing Director
<b>DEPARTMENT:</b>	Marketing
<b>REPORTS TO:</b>	Executive Chairman
<b>LOCATION:</b>	Molineux Stadium
<b>HOURS:</b>	37.5 hours per week
<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**

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### **Job purpose**

The Marketing Director will lead Wolverhampton Wanderers FC's brand and digital marketing agenda, ensuring the club presents a consistent, credible, and well-governed image across all external audiences. The role provides senior leadership over Production, Content, Digital and Marketing, driving excellence in creative output, campaign delivery and brand governance.

This role carries responsibility for marketing performance, including oversight of the annual marketing budget, ensuring all activity delivers clear ROI, commercial impact, and rigorous cost control.

The Director will also serve as a senior guardian of the club's corporate image and brand values, working alongside the Communications & PR Director to ensure all commercial communications meet the highest levels of accuracy, governance, and risk management.

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### **Key responsibilities**

- 🛡️ Keep maintain CPD, knowledge and skills in relation to safeguarding practices, delivery and management.
- 🛡️ Responsible for structuring adequate safeguarding related quality assurance assessments for relevant business areas.



- ⚡ Responsible for developing appropriate risk assessments in compliance with health and safety and sexual harassment legislation and ensuring regular evaluations of any risk mitigation strategies.

### **Brand, Marketing & Commercial Performance**

- ⚡ Own the end-to-end marketing strategy, ensuring alignment with commercial, brand, and reputational objectives.
- ⚡ Ensure the Wolves/Fosun brand story is articulated well both within the club (working alongside key internal stakeholders) and external stakeholders.
- ⚡ Lead performance-led marketing activity across paid and owned channels to maximise reach, efficiency, and measurable ROI.
- ⚡ Manage and optimise an annual marketing budget, ensuring transparent reporting, cost control, and contribution to P&L objectives.
- ⚡ Implement a data-driven approach to marketing effectiveness, including tracking of KPIs, attribution, campaign performance, and brand health metrics.
- ⚡ Identify opportunities to improve marketing effectiveness, streamline spend, test new channels, and implement innovative approaches.
- ⚡ Shape the digital roadmap in partnership with the Head of BI & Digital —ensuring continuous optimisation, channel innovation, and best-in-class execution.

### **Innovation, Growth & Opportunity Identification**

- ⚡ Continuously scan the market for new trends, technologies, and creative opportunities across media, digital, and content.
- ⚡ Introduce new tools, techniques, partnerships, and channels that enhance the club's competitive edge and communications sophistication.
- ⚡ Lead experimentation around new formats, content types, digital activations, and brand moments that strengthen external perception.
- ⚡ Champion a culture of continuous improvement, encouraging teams to test, analyse, iterate and innovate.
- ⚡ Identify strategic opportunities for expansion, brand enhancement, and new storytelling angles.

### **Content, Creative & Production Oversight**

- ⚡ Lead the Heads of Content and Production to deliver high-quality, consistent, and compliant creative output across all formats.
- ⚡ Set creative direction aligned to strategic communications and PR priorities.



- 🔒 Ensure rigorous quality control, brand consistency, and governance across creative workflows.
- 🔒 Drive innovation in content creation, storytelling formats, and production techniques.

### **Leadership & Stakeholder Engagement**

- 🔒 Lead and develop the Heads of Production, Content, Digital and Marketing, fostering a collaborative and performance-driven culture.
- 🔒 Work closely with the Senior Leadership team and the Executive Chair to ensure clear alignment and coordinated messaging.

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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 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
- 🔒 Responsible for developing appropriate risk assessments in compliance with health and safety and sexual harassment legislation and ensuring regular evaluations of any risk mitigation strategies

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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.

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### **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.

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### **Key relationships**

- 🔒 Senior Marketing and Marketing Manager
- 🔒 Executive Leadership



- 👤 Commercial Director
- 👤 Head of BI and Digital
- 👤 Head of Content



## 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

- 🛡️ Strategic thinker with the ability to implement best practice and scalable processes.
- 🛡️ Strong knowledge of marketing principles and strategies.
- 🛡️ An understanding of Safeguarding children, young people and adults at risk and wellbeing considerations.

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

Essential

- 🛡️ Exceptional judgement, discretion and resilience.
- 🛡️ Adaptable and able to thrive in a fast-paced, high-profile environment.
- 🛡️ Ability to deliver successful outcomes, balancing competing priorities while driving measurable marketing performance.

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

Essential

- 🛡️ Able to collaborate across departments with diplomacy while keeping sight of this role's key objectives.
- 🛡️ Exceptional communication skills, with the ability to articulate clear, compelling marketing strategies and insights to a wide range of stakeholders, including senior leadership, cross-functional teams, and external partners, adapting style and messaging to suit different audiences and drive engagement.
- 🛡️ 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

- 🛡️ Senior experience in PR, Brand & Marketing and Content within sport.
- 🛡️ Demonstrable experience driving ROI through marketing and digital activity, including budget ownership and commercial performance management.
- 🛡️ Strong track record in brand management and narrative shaping from a commercial perspective.
- 🛡️ Experience leading multi-disciplinary teams across content, digital, creative and production.

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

Essential

- 🛡️ Bachelor's degree in Marketing, Business, or a related field (or equivalent professional experience).