



JOB DESCRIPTION

JOB TITLE: CRM & Data Assistant
DEPARTMENT: Digital
REPORTS TO: Head of BI & Digital
LOCATION: Molineux (Hybrid)
HOURS: 37.5 hrs a week, 9am-5.30pm Mon-Fri
DATE: 16/10/2025

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 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.

Fast forward 70 years and Wolves are back among football's European elite, but this time we will compete as a sports and entertainment business across multiple brand verticals. As a challenger Club, Wolves dare to be different, which is why creating world-class propositions in esports, fashion and music are all part of our ambitious plans.

At Wolves, we don't simply look to the future, we seize it.

We take seriously our commitment to the safeguarding of children and adults at risk and to ensuring that Wolves is free from discrimination and harassment.

Job purpose

As a key member of the marketing team, the CRM & Data Assistant will work closely with the CRM & Data Executive, with strategic oversight from the Head of BI & Digital. The role will support the delivery of the Club's data-driven CRM strategy, assisting in the planning and execution of CRM initiatives. The Assistant will also work closely with Digital Marketing colleagues to deliver effective campaigns and provide support across the Club.

Key responsibilities

- Assist the CRM & Data Executive in maintaining the Club's CRM system to ensure a single customer view, supporting effective marketing activity and GDPR compliance.
- Profile supporter data to create meaningful customer segments that enhance the relevance and impact of Club communications.



- Build, schedule and distribute a range of email campaigns - including content-led (pre- and post-match), operational and commercial messages - ensuring accurate reporting and performance tracking.
 - Assist in the coordination of the email marketing calendar to deliver timely and relevant communications, while nurturing and maintaining database health.
 - Identify opportunities to maximise data referrals and develop effective onboarding campaigns that recognise and nurture the value of each new fan.
 - Work closely with the wider digital and marketing teams to develop innovative communication ideas that enhance supporter engagement.
 - Support GDPR compliance by promoting best practices across departments and ensuring supporter data is acquired, stored and managed responsibly.
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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

Safeguarding

This role may involve working with children and/or vulnerable adults in a Regulated Activity (or near 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

- Head of BI & Digital – the line manager.
- CRM & Data Executive - collaborating to implement an effective CRM strategy.
- Digital Marketing Executive - working closely to provide support as and when required.
- Senior Marketing Manager - liaise to deliver the data aspects of the Club's ad hoc marketing campaigns.
- Media/Content team - to ensure Wolves data and marketing increase the audience and engagement of the club's written, video and audio content.



- Commercial, partnerships, football development and Wolves Foundation – assisting in delivering digital marketing campaigns and data analysis on behalf of various departments within the Club.
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Scope of job

- Deliver daily email newsletters, notifications and targeted campaigns to a global supporter base of over 1 million, ensuring high standards of accuracy, timeliness and engagement.
- Support the reporting and analysis of marketing and commercial activity across multiple departments, helping to identify trends, measure impact and inform decision-making.
- Act as a data champion within the business, working with CRM & Data Executive to uphold data legislation and best practice across all supporter touchpoints.
- Work with stakeholders across marketing, commercial and operational teams to embed data-driven thinking into campaigns and supporter experiences.
- Provide a supporting role on projects with the club's data partners, helping to ensure deliverables are met and integrations run smoothly.



Person Specification

Job Title: CRM & Data 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

- Experience of creating end-to-end data and digital campaigns designed to improve customer retention.
- Best practice in email marketing including image to text ratio, image size, subject lines, send time, frequency, audience segmentation to optimise for highest possible open and click through rates.
- Knowledge of GDPR regulations and best practices with regards to data management.
- A thorough understanding of football fans, what makes them tick.

Desirable

- Knowledge of Wolves, the club, its history/traditions and supporters.
- Experience of Agile methodology and project management for greater insight into developer workflows.
- An understanding of the data and reporting requirements of internal teams.

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 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.
- Ability to set clear and realistic expectations for email marketing delivery timelines and communicate these effectively to colleagues.
- 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 CRM and marketing/sales platforms.
- Basic online customer service experience.
- Minimum of one year using an email marketing platform / ESP to deliver marketing campaigns en masse.
- Managing and maintaining data records to current GDPR standards.

Desirable

- Working with external agencies to deliver a data led CRM strategy 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 a data/digital function.

Desirable

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