



JOB DESCRIPTION

JOB TITLE:	Academy Media Content Manager Internship
DEPARTMENT:	Academy
REPORTS TO:	PR & Communications Director
LOCATION:	Sir Jack Hayward Training Ground
HOURS:	A minimum of 37.5 hours per week. Flexibility in this role is essential. Work may be subject to change with less than 24 hours' notice on occasions. Work will regularly be outside 'normal' working hours, in evenings, weekends and bank holidays. Attendance at academy matches/special events.
DATE:	July 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

Wolves is seeking an ambitious, creative and highly organised individual to become our Academy Content Manager, taking ownership of the storytelling surrounding one of English football's leading Category One Academies.

Working within the club's Communications and Content department, the successful candidate will be responsible for planning, creating and delivering best-in-class content that showcases every aspect of Academy life. From documenting the journeys of the next generation of first-team players to telling the stories of the people, culture and philosophy behind our player development programme, this is a unique opportunity to shape how supporters experience the Wolves Academy.



Key responsibilities

Football Programme

- 🛡️ **Lead and deliver the Academy's content strategy**, creating engaging and innovative storytelling across all digital, social and editorial platforms that showcases the player development pathway.
 - 🛡️ **Plan and produce content around key Academy moments**, including player milestones, scholarship signings, professional contracts, cup competitions, international call-ups and first-team debuts.
 - 🛡️ **Manage Academy-owned communication channels**, ensuring content aligns with the club's wider brand, communications objectives and audience engagement goals.
 - 🛡️ **Create high-quality written, social and multimedia content**, including match coverage, interviews, features, campaigns and behind-the-scenes storytelling.
 - 🛡️ **Build strong relationships across the Academy**, acting as the primary communications contact for players, coaches, staff and departmental stakeholders.
 - 🛡️ **Collaborate with internal teams**, including Marketing, Communications, Photography, Video, Recruitment, Education, Player Care and Loans, to support Academy and club-wide initiatives.
 - 🛡️ **Monitor content performance, audience trends and industry best practice**, using insight and analytics to optimise engagement, grow audiences and continually evolve content output.
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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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Key relationships

The most significant internal and external relationships and the nature of the contact e.g. co-ordination, passing on information, negotiating, influencing.

- 🛡️ Communications Director
- 🛡️ Head of Content



- 🐾 Academy Director
 - 🐾 Academy Operations Manager
 - 🐾 Media Team
 - 🐾 Marketing Team
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PERSON SPECIFICATION

Job Title: Academy Media Content Manager Internship

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

- 🐾 An interest and understanding of football
- 🐾 Some experience using a CMS
- 🐾 Video editing experience using Adobe Premier Pro

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

- 🐾 A good copywriter with attention to detail
- 🐾 A good understanding of social media and how best to use it
- 🐾 Some understanding of video, cameras and editing

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

- 🐾 Strong communication skills, developing relationships across the club
- 🐾 Creative thinker to get the most out content opportunities
- 🐾 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
- 🐾 Willing to work flexibly and sometimes 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

Experience and Qualifications

- 🐾 A track record of producing high level content for an elite organisation
- 🐾 Experience of working in a football club environment or sporting Academy
- 🐾 Experience of putting together strategic marketing strategie
- 🐾 Educated to degree level in journalism, media, marketing, video production or similar