# JOB DESCRIPTION

**JOB TITLE:** Head of Performance Analysis
**DEPARTMENT:** Performance Analysis & Data Insights
**REPORTS TO:** Technical Director
**DIRECT REPORTS:** Lead Analysts, Analysts & Data Engineers
**LOCATION:** Sir Jack Hayward Training Ground, Wolverhampton
**HOURS:** 37.5 hours per week- Full Time
**DATE:** January 2026

**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.

Fast forward 70 years and Wolves are back amongst football's elite, in the Premier League for an eighth successive season; but now we 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 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 club is seeking an experienced & innovative Head of Performance Analysis to be responsible for leading the performance analysis team and driving the strategic direction of performance insights across the first team. This leadership role will oversee the integration of data, video analysts, and tactical intelligence to enhance team and individual performance at the highest level and support the club's recruitment processes. Reporting directly to the Technical Director, you will work closely with the first team manager and other senior coaches/ management to ensure performance insights are at the fore front of tactical planning and decision-making. The successful candidates will be a highly motivated and detail-orientated

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## Key responsibilities

- Lead all aspects of first team performance analysis, delivering insightful match and training analysis aligned to the club's tactical principals

- Oversee opposition analysis, identifying tactical trends, strengths, weaknesses, and opportunities that inform weekly match preparation.

- Provide live match-day analysis support, including real-time tagging and in-game insight as required.

- Translate video and data into clear, coach-focused outputs that support decision-making and training design.

- Develop and maintain performance KPIs aligned with a proactive, possession-based style of play.

- Work collaboratively with sports science, medical, and coaching staff to provide integrated performance insight.

- Support the recruitment and player identification process through video and data-led analysis of potential targets.

- Lead, mentor, and develop performance analysis staff, ensuring consistency of approach across the football department and Academy.

- Drive the effective use of analysis technology and continuously improve workflows, standards, and presentation methods.

- Contribute to alignment between the first team and player pathway, ensuring analytical principles are consistent across the club.

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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

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**Safeguarding**

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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**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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**Key relationships**

- Work closely with Technical Director & Head of Performance Analysis
- Work closely with the other members of the First Team Analysis & Data group
- Develop strong relationships with the Coaching Staff
- Maintain links with the Academy Analysis staff to ensure processes remain consistent across the club

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**Scope of job**

The role will be working within the Performance & Analysis Team to align and will support the coaching process through the creation and communication of football insights to relevant stakeholders. As part of the wider analysis team, the successful candidate will help to define the performance analysis framework for the organisation, aligning the analysis strategy and lead the integration of data into decision-making.

# PERSON SPECIFICATION

**Job Title: Head of Performance Analysis**

| 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 |
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Essential
- A strong tactical understanding of football, and specifically of proactive and possession-based playing styles
- Extensive knowledge of technological and methodological processes within performance analysis
- Experience of using telestration tools to annotate video (particularly Hudl Studio)
- An understanding of Safeguarding children, young people and adults at risk.
- Knowledge of Safeguarding legislation, policies and procedures (including reporting platforms and/or requirements).
- Wellbeing knowledge in relation to supporting children, young people and adults at risk.

Desirable
- Understanding of integrated performance models and cross-department collaboration

| Technical/work-based skills: skills specific to the job e.g. language competence, typing skills, coaching skills etc |
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Essential
- Advanced proficiency with industry-standard analysis software e.g Hudl, Sportscode, Wyscout
- Experience using Apple Products (particularly Mac and Ios)
- Experience using the Microsoft Office suite of products

Desirable
- Previous use of Spiideo cameras and online platform
- Familiarity with StatsBomb Data, and experience using this to create actionable football insights

| General skills and attributes: more general characteristics e.g. flexibility, communication skills, team working etc |
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Essential
- Proven experience in leading and mentoring a team, setting objectives and driving high standards of performance analysis
- Excellent communication skills and the ability to influence across multidisciplinary teams.
- A strong attention to detail
- A high level of work ethic and professional pride- committed to producing a high level of work
- Strong leadership & Team player- able to collaborate effectively as part of a wider team
- Growth mindset- constantly looking to improve and pick up new skills
- A high level of discretion
- Excellent interpersonal skills, evidenced through positive and productive relationships with all stakeholders
- Maintain Highest standards of quality assurance and evidence-based practice, while remaining innovative and creative
- Understanding of how to work safely with children, young people and adults at risk to uphold Safeguarding best practice.
- Promote, adhere to and implement the Club's Equality Policy and to work consistently to embed equality and diversity within Club.

| Experience: proven record of experience in a particular field, profession or specialism. |
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Essential
- Proven experience in performance analysis within professional football
- Experience working with football data and translating insights into practical coaching outputs
- Experience collaborating with an elite level coaching team to develop tactical gameplans and driving match reviews
- Experience leading or mentoring analysis staff

Desirable
- Experience within the Premier League, EFL Championship or Category 1 academy environment
- Experience supporting recruitment, player profiling or squad planning
- Working with children and/or vulnerable adults

| Qualifications: the level of educational, professional and/or occupational training required |
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Essential
- Masters Degree in Sports Science, Sports Analytics, or a related field with relevant certifications
- Post-holder must hold or obtain at the earliest opportunity and maintain the relevant safeguarding training (i.e. FA Safeguarding Children Workshop).
- Post-holder will be subject to a DBS check at the appropriate level and cleared by the Wolves Safer Recruitment Group

Desirable
- Relevant degree or professional qualifications in performance analysis, sports science or a related field.
- Coaching experience, including FA/UEFA Coaching qualifications