



Wolverhampton Wanderers FC

Vacancy

Social Media Manager

Position: Social Media Manager
Reporting to: Digital Content Manager
Closing date: 18th June – 5pm

ROLE

An exciting opportunity has arisen to become Wolves' first Social Media Manager.

Reporting to the Digital Content Manager, the successful applicant will join Wolves at one of the most exciting periods in the club's recent history, and be tasked with creating, managing and executing compelling content across all of Wolves' social media channels.

PLACE OF WORK

Molineux Stadium, Waterloo Road, Wolverhampton, WV1 4QR

HOURS OF WORK

- Full-time 37.5 hours per week including evenings, weekends and match-days.
- Flexibility is key within this role.

DUTIES

The role will include planning, producing and publishing, community engagement, analytics and reporting, as well as ensuring correct and consistent messaging, tone of voice and representation of the Wolves brand.

With an emphasis on growing and engaging the club's domestic and global fanbase, the role requires someone who can help Wolves compete with historically larger clubs, punching above its weight at the forefront of digital content innovation.

The ideal candidate will be a social media expert, relevant experience in a professional role for a brand with a substantial and passionate following in the fields of sports and/or entertainment.

SKILLS, EXPERIENCE & QUALIFICATIONS

<u>Qualifications</u>	<u>Essential</u>	<u>Desirable</u>
Degree level qualification in a relevant subject		✓
<u>Experience</u>		
Relevant digital/social media experience	✓	
Knowledge of and interest in football and its unique position within social media	✓	
Track record of increasing reach and engagement through own ideas and individual management of social accounts	✓	

Demonstrates creativity and documented immersion in social media, and can provide examples	✓	
Familiarity with social monitoring tools	✓	
Monitoring analytics including reporting and driving performance to meet departmental KPIs	✓	

Skills and Qualities	Essential	Desirable
Passion, curiosity, and fluency in digital and social media	✓	
Excellent written and verbal communication skills including the ability to develop colleagues who will not be specialists in those areas	✓	
Ability to work to strict and time-short deadlines	✓	
Competent and personable with good time management skills	✓	
A team player with confidence to take the lead and guide other employees where necessary	✓	
Interest in the latest trends and always looking for what's next	✓	
Editorial judgement, knowing which type of content will drive and engage audiences	✓	
Ability to think quickly and be decisive under pressure	✓	
Critical attention to detail	✓	
Ability to develop social media plans which can be utilised by external parties including overseas.	✓	

For any further information please email hr@wolves.co.uk.

To formally apply, please complete submit a CV and cover letter to hr@wolves.co.uk.

Please use the title of the position as the email subject.

As part of our commitment to providing a safe environment for children and adults at risk you will be asked during the recruitment process, to obtain a check from the Disclosure & Barring Service.

Wolverhampton Wanderers Football Club is an Equal Opportunities Employer