

First Event
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FIRST
EVENT



Content Strategist

Salary:	£50,000 - £55,000 plus a range of benefits
Contract Type:	Full time, permanent
Benefits:	EOT bonus, healthcare scheme, enhanced pension scheme, unlimited holidays, flexible working environment
Location:	North Leeds office, flexible and remote working available
Reporting to:	Creative Director

Life at First Event

We're one of the UK's leading event companies, and have been for the last 20 years. But no matter how long we've been around, one thing that never gets old is our deep-rooted passion for creating jaw-dropping events all around the world.

First Event is only as good as the people who work here, and you won't find another workplace culture like ours. Whilst a clear strategy is important to the growth of our business, it means nothing without the people that make the magic happen. We are firm believers that our success depends on our people, so we want every single person in the First Event Fam to love what they do and to be proud of the events they create.

That's why in 2021 we decided to become an employee-owned company. This decision not only secured our strong ethos, creative freedom and core values, but also cemented the future independence of our team. Our employee council, made up of members across each department, work closely with our management team to create a fun and encouraging environment that allows us all to flourish and thrive. And did we also mention that we are one of The Sunday Times' Best Places to Work?

So, you want to work for us? Good choice. We quite like it here too. We promise you a warm welcome and some pretty cool perks along the way!

About The Role

How's your storytelling? Got the skills to shape a session? Insight your thing? We're looking for you!

We're looking for a talented Content Strategist to join our dynamic team. The Content Strategist will play a key role in shaping the narrative and content direction for our clients events, ensuring alignment with their brand, audience, and communication objectives. Working closely with cross-functional teams, you will translate client briefs into compelling creative event solutions that resonate with the objectives and drive results.

Client Collaboration

- Collaborate with clients to understand their business objectives, target audience, competitive landscape, and market trends.
- Conduct research and analysis to gain insights into client industries, audience behaviours, and emerging opportunities.

Creative Conceptualisation

- Lead ideation sessions and workshops to generate innovative ideas and concepts for event experiences.
- Develop creative strategies and event frameworks that align with client goals, brand positioning, and messaging guidelines.
- Develop and execute comprehensive content strategies for various events, including conferences, trade shows, seminars, and virtual experiences.

Creative Development

- Translate strategic insights and concepts into actionable plans, including messaging, content formats, channels, and tactics.
- Work closely with creative and operational teams to guide the development of assets, copywriting, and multimedia content that bring events to life.
- Collaborate closely with cross-functional teams including marketing, design, and event production to align content initiatives with overall event goals and objectives.

Client Presentation and Communication

- Present creative strategies and session concepts to clients in a clear, persuasive manner, effectively articulating the rationale and single-minded proposition.
- Communicate with clients regularly to provide updates, gather feedback, and ensure alignment throughout the project lifecycle.

Event Session and Copywriting

- Provide assistance to clients where required to workshop and execute session content
- Work with creative and marketing teams to provide copy across event deliverables

Research and Insight

- Conduct thorough research to identify industry trends, audience preferences, and competitive landscapes to inform content strategy and messaging.
- Monitor and analyse content performance metrics, providing insights and recommendations for optimisation and improvement.
- Stay updated on emerging technologies, best practices, and industry standards in content marketing and event management.

Personal Specification

- Degree or equivalent experience in related fields.
- Proven experience as a Content Strategist or similar role within the events industry.
- Exceptional written and verbal communication skills, with a keen eye for detail and storytelling.
- Strong project management skills, with the ability to manage multiple priorities and deadlines in a fast-paced environment.
- Proficiency in content management systems, analytics tools, and social media platforms.
- Creative thinker with a strategic mindset and a passion for creating memorable event experiences.

Our Values

We love that our vibrant team is made up of so many different personalities. No matter how different we are, we're all united by our core First Event values, which sum up the kind of people we're looking for.

These are the values that bring us together, make us a force to be reckoned with and help us deliver the outstanding events we're globally recognised for.



How to Apply

We are a friendly bunch who work hard whilst having loads of fun along the way! Fancy finding out more?

Please email a copy of your CV to careers@firstevent.co.uk