

Senior Creative Strategist

SALARY	£50,000 - £60,000 depending on experience
CONTRACT	12 month fixed term contract, starting January 2027, with potential of becoming permanent
BENEFITS	Healthcare scheme, enhanced pension, enhanced holidays, and the freedom of a flexible working environment.
LOCATION	Hybrid, office based in North Leeds
REPORTING TO	Head of Creative Strategy



Life at First Event

For over 20 years, we've been one of the UK's leading event agencies, creating bold, unforgettable experiences around the world. If you're passionate about making moments that matter, you'll fit right in.



At First Event, we know our success is built on the people who make it happen. A strong strategy drives growth, but it's our team that brings the vision to life.

That's why, in 2021, we became an employee-owned company – securing our creative freedom, core values, and ensuring our future independence.

We believe every First Eventer should love what they do and be proud of the unforgettable moments they create. Our culture is all about fostering a fun, supportive environment where everyone can thrive.

Oh, and did we mention we're one of The Sunday Times' Best Places to Work?

We positively encourage applications from all individuals irrespective of age, disability, gender, identity, parental or marital status, race, religion and sexual orientation.

So you want to work at First Event? Good choice.

We quite like it here too. We promise you a warm welcome and some pretty cool perks along the way!



First Event is a Leeds based corporate events agency working with clients across financial services, technology and construction. Over the past few years we've changed how we work: strategy now leads, and our clients increasingly come to us as a thinking partner, not just a delivery team.

The Creative Studio sits at the heart of that shift. We are a small, close team of strategists, creatives and designers who shape what an event means before anyone decides what it looks like. Much of the new work opening up for 2027 has come directly from that strategy first approach.

About the role:

We're growing our strategy capability, and this is a new, senior role in the Creative Studio, offered initially as a 12-month maternity cover contract.

You'll lead content strategy, event strategy and brand positioning for some of our highest-value clients. You'll also make sure that strategy carries through to delivery, aligning project leads, production, operations and freelance teams around what an event is there to achieve, not just what it involves.

You'll initially work closely with the Head of Creative Strategy, who is going on maternity leave in March 2027. During the 12-month cover, you'll take on increasing responsibility for the day-to-day strategic lead, applying the Studio's established approach and frameworks.

There is potential for the role to become permanent, creating greater strategic capacity within the Studio to take on more work, deepen client relationships and deliver greater value.

Key Responsibilities:

Strategy

- Develop event and content strategies that connect a client's business goals to the experience their audience has
- Shape brand positioning and narrative for events, programmes and campaigns
- Lead discovery: stakeholder interviews, audience insight, workshops and research

- Write clear strategic rationale, briefs and one-pagers that creative and production teams can build from

Clients and stakeholders

- Build trusted relationships with senior client stakeholders, from marketing leads to C-suite and people directors
- Present and defend strategic thinking in pitches, workshops and client meetings
- Spot opportunities to deepen accounts, from one-off events to longer-term strategic partnerships

Internal alignment

- Translate strategy into clear briefings for project leads, production and operations, so everyone understands the why behind the what
- Run kick-offs and check-ins that keep strategy alive through planning and delivery, not just at the pitch
- Brief and work alongside freelancers, including content producers, writers and other specialists, so their output reflects the strategy
- Act as the go-to person when delivery decisions affect the strategic intent, and help teams make the call

Studio and agency

- Work with the Creative Lead and designers to carry strategy through into concept and delivery
- Use and help develop the Studio's strategic frameworks and ways of working
- Contribute to new business: pitch strategy, proposals and credentials
- Keep the Studio's thinking sharp by tracking culture, audience and industry trends

How to apply: We are a friendly bunch who work hard whilst having loads of fun along the way! Please email a copy of your CV to **people@firstevent.co.uk**



Personal Specifications

Essential

- Several years experience in a strategy role at an events, experiential, brand or creative agency (or client side equivalent)
- A track record of developing content strategies, event strategies and brand positioning that went on to be delivered
- Confidence working with and presenting to senior, high value stakeholders
- Strong communication: you can make a complex idea simple, persuasive and usable by creative, production and operations teams alike
- Comfort with ambiguity: you can frame a vague brief into a clear problem

Nice to have

- B2B or corporate events experience, especially financial services, tech or construction
- Experience facilitating workshops or co creation sessions with clients
- An interest in culture, trends or foresight, and how they shape audiences
- Experience briefing and managing freelancers, especially content producers
- Passionate about AI as a creative enabler, familiar with multiple LLMs and open to new ways of working

How you work

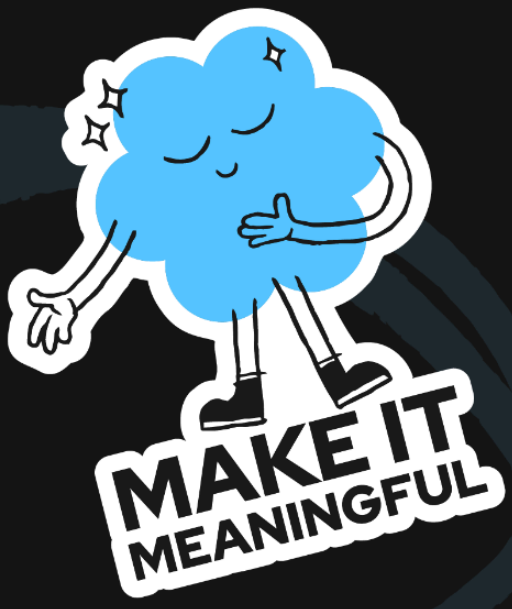
- We would love to hear from candidates who demonstrate awareness of sustainability and contribute to promoting environmentally and socially responsible practices within their role.
- You're as happy building on an existing approach as you are bringing your own ideas to it
- You're collaborative, and you enjoy being part of a small team where strategy and creative sit side by side
- This is a role for someone who wants a real step up in responsibility, and a long-term home in a team that's building something new.

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Our Values









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