event masters

OPPORTUNITY: DIGITAL MARKETER

WHY US?

EXPERIENCED

Over 40 years of providing market leading hospitality to major sporting and cultural events in the UK and internationally

AMBITIOUS

Strong post-Covid growth and ambitious plans

ENTREPRENEURIAL

An entrepreneurial environment where fresh ideas are encouraged and decisions are made with pace and purpose.

VISIBLE

Digitally dominant: a market-leading presence across organic search, content and AI-driven discovery.

OUR FLAGSHIP EVENTS

OUR STORY

OVER 40 YEARS OF VIP HOSPITALITY

We celebrated our 40th anniversary in 2025, making us one of the leading and longest serving hospitality businesses in the UK. With a focus on attention to detail, our focus is delivering the best possible experience for each and every one of our customers. Our extensive experience affords us opportunities at the most prestigious sporting and cultural events in the country, giving us a wide range of high quality offerings for our client base. With passionate sports enthusiasts at our core, we understand that a blend of collaboration and individual brilliance make for a top-tier team who deliver a high standard time and time again.

Rated **Excellent**

Trustpilot

"HAVE USED EVENTMASTERS FOR YEARS, NEVER BEEN LET DOWN. GREAT SERVICE. "

"INCREDIBLY INFORMED, AMICABLE, AND SUPPORTIVE TEAM! I CONSISTENTLY RELY ON THEM FOR ORGANIZING SPORTS AND MUSIC OUTINGS. "

WE'RE IN A REALLY EXCITING PHASE OF OUR JOURNEY. DEMAND FOR PREMIUM HOSPITALITY IS STRONGER THAN IT'S EVER BEEN, OUR PRODUCT RANGE CONTINUES TO GROW AND WE'RE INVESTED HEAVILY IN OUR DIGITAL AND COMMERCIAL CAPABILITY.

TO CAPITALISE ON THAT MOMENTUM, WE'RE EXPANDING THE SALES TEAM WITH PEOPLE WHO WANT TO GROW WITH THE BUSINESS, TAKE OWNERSHIP AND PLAY A REAL PART IN SHAPING WHAT COMES NEXT. - STUART PARSONS, SALES DIRECTOR

THE ROLE

DIGITAL MARKETER

You'll join our Digital Marketing Team and take ownership of day-to-day content creation and optimisation across the site.

This will include:

Spearheading website content and copywriting acrossproduct pages, landing pages, blogs and FAQs.

Write and edit website pages so our event and product pages are always accurate, up to date and commercially compelling

Produce a high volume of articles and blogs for the website, plus supporting copy for social media channels.

Write all content with company SEO strategy implemented, ensuring content is accurate, grammatically correct and free of filler.

Use AI and content tools for topic research, while always editing to ensure accuracy, quality and relevance.

Liaise with the Head of Digital to prioritise content updates and key events that need attention

Support ad-hoc digital marketing activities, including market and competitor research,
writing social and email copy, and basic data entry/content uploads

WHAT WE'RE LOOKING FOR

- Exceptional writing & editing
- Research & accuracy
- Digital & SEO awareness
- Ownership & time management
- Proficiency in Google Workspce & Microsoft Excel
- Experience with LinkedIn and Canva is ideal
- 2+ years in a writing, journalism, or content-focused role
- Strong sporting knowledge is essential

WHY WE NEED THIS ROLE

Our events portfolio is constantly growing and changing; new fixtures, new packages, new venues etc. and our digital presence needs to reflect that in real time.

This role is central to driving inbound enquiries, supporting sales and maximising the value of our strong online presence.

CULTURE & BENEFITS

BASIC SALARY: +£25,000

(DEPENDENT ON EXPERIENCE AND PERFORMANCE STRUCTURE)

A TIGHT KNIT TEAM

FAST-MOVING, COMMERCIAL ENVIRONMENT

REAL RESPONSIBILITY FROM DAY ONE

FULL-TIME, PERMANENT ROLE

BIRMINGHAM CITY CENTRE HEAD OFFICE

EVENT ATTENDANCE WHERE APPROPRIATE

INTERESTED?

HOW TO APPLY

INTERESTED IN JOINING US?

If you're interested in the position, please contact Ellen Fitzgerald on efitzgerald@eventmasters.co.uk

It would be advantageous to supply a portfolio of work to display your proficiency in the skills above and how you would fit into the role.