



Content Insights Executive

Can you help Drive Golf Further?

Reporting to: Head of Broadcast Partnerships

Role Type: 12-Month FTC

Based at: Wentworth.

Department: Content

The European Tour

The European Tour is 'Driving Golf Further' through our guiding principles of being innovative, inclusive, and global.

We are driving innovation in golf through the creation of award-winning content, pioneering tournament formats and the use of the latest technology and fan engagement. We are committed to engaging new audiences whilst respecting the tradition of our sport.

We are committed to include all who share a love for the game of golf. We are passionate about a closer collaboration with the women's game, disability golf and promoting the health benefits of playing golf.

Since the European Tour was formed in 1972, players from 36 different countries have won tournaments, while our live broadcast reaches more than 490 million homes in more than 150 countries every week, generating in excess of 2,200 global broadcast hours for each event.

Key Responsibilities

- Oversee and manage the day-to-day YouGovSport relationship ensuring smooth delivery of TV valuation reports and digital performance analysis for European Tour events, Promoters and Tour Partners.
- Supporting the Head of Broadcast Partnerships with broadcaster proposals, ROI and additional communication to and from rights holders.
- Working with external clients to deliver distribution & audience viewership updates across all European Tour linear, digital and social platforms.
- Supporting the Commercial teams to develop and deliver digitally focused activation programmes for prospective and current Partnerships. This will include idea generation, programme delivery, and post activation reporting across both the European Tour and Ryder Cup commercial programmes.
- Working directly with the European Tours award winning team of content managers and editors to help drive direct revenue across a multitude of digital platforms including Facebook, YouTube, Twitter, the European Tour website and mobile app.



- Providing support and analysis to the wider Insights & Strategy team to improve performance across all channels.
- Opportunity to learn and work within the wider commercial broadcast team.

Knowledge, Skills & Experience

- 1-2 years of experience in commercial/consulting/media/sports industries with analytical skills is welcome but not essential.
- Strong MS Office, particularly Excel and PowerPoint.
- Research skills and understanding of basic statistical methods.
- Analytical skills and attention to detail.

On a personal level, the candidate must have a positive 'can do' attitude; be comfortable working in a small team and rolling up their sleeves; have good interpersonal skills; and be committed and hardworking. Key attributes will be professionalism; organisational skills; a willingness to take ownership; and integrity. An interest in sport is a bonus but is not a pre-requisite.

You'll Receive

- Competitive Salary
- 25 days holiday (pro-rated for fixed term or part time)
- 10% Employer Pension (after 3 months service)
- Travel Insurance
- Life Assurance
- Permanent Health Insurance
- Potential for bonus eligibility.

The European Tour especially welcomes applications from black, Asian and minority ethnic candidates, LGBTQ+ candidates and candidates with disabilities. We are working hard to increase diversity within our organisation, as we know that improved diversity will lead to greater things and help drive golf further.

The European Tour promote diversity, equality, and inclusion. We ensure that we make employment decisions by matching our business needs with skills and experience of candidates, regardless of age, disability, gender, gender identity, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation.