

Equipment Content Executive

Organisation: Sporting Insights (Inside Tour Golf)

Location: Europe based (ideally UK) with extensive international travel

Contract: Full-time

The Company

Sporting Insights is a leading market research and intelligence agency serving brands, retailers, events, venues, governing bodies and other stakeholders across the sporting world. It has been an integral part of the golf industry since the 1980s and, since 1995, the official provider of the equipment census to the DP World Tour (DPWT), a contract recently extended to at least 2030.

What we do

Sporting Insights conducts a survey of the equipment used by players at every DPWT event. The data collected from this survey is then reported to several clients – typically golf club/equipment manufacturers. The information generated is used by manufacturers to ensure that player contracts are being delivered, to make claims about equipment usage and ‘#1 product claims’, to identify new players and potential brand ambassadors, and to monitor the type of equipment used. While at events, Inside Tour Golf, our digital platform arm, captures photo and video content that is published across our social media channels and website.

As of March 2026, Inside Tour Golf has over 100,000 followers on Instagram and has over 60 million views in a 90-day period. There are relatively new accounts on TikTok, YouTube and X which we will look grow in 2026.

The Role

Inside Tour Golf (ITG) is looking for a creative, detail-driven Equipment Content Executive to tell the stories behind the world’s best players and the equipment they rely on. Working inside the ropes on the DPWT, you’ll be on-site at tournaments around the globe, planning and capturing content of the actual equipment being used by the players, gathering insight and turning equipment data into engaging stories for a passionate golf audience. This will include producing new editorial coverage and video-interviews with both players and caddies – and the tour representatives of the leading equipment manufacturers producing the clubs, shoes, balls, apparel and accessories used by the players.

This role is ideal for an outgoing person who thrives in live sporting environments, understands modern golf equipment, and knows how to turn access and insight into standout digital content.

What You'll Be Doing

- Planning and capturing equipment-focused content on-site at DPWT events for ITG.
- Expanding ITG's equipment content across all social media platforms.
- Interviewing players and building strong relationships to support authentic, insight-led storytelling.
- Managing your own travel logistics, including flights, accommodation, visas and car hire, in line with company budgets.
- Conducting weekly in-field surveys of player equipment, including clubs, shafts, balls and accessories.
- Analysing equipment data to uncover trends, tendencies and story opportunities.
- Turning data and technical detail into compelling content.
- Capturing, editing and publishing high-quality photo and video content.
- Publishing content to the website and supporting general site maintenance.

What We're Looking For

- Outgoing personality suited to developing professional relationships with highly skilled golfers, caddies and other support staff. Ability to remain calm, focused, polite, and discreet under pressure.
- Comfortable working in fast-paced, live event environments.
- Experience creating digital content, ideally within sport, equipment or golf media.
- Analytical and curious with a strong interest in equipment and performance.
- Strong photography and video capture / editing skills.
- Highly organised individual with the ability to manage international travel independently, whilst working flexible hours.

Package

The package will include a competitive salary, a company pension, individual private healthcare cover (after a minimum qualifying period), 25-days holiday plus public holidays.

Whilst travelling for ITG and attending events, Sporting Insights will pay for travel, accommodation and agreed cost-of-living expenses including reasonable food-&-drink expenditure.

Contact Details

If this sounds like the role for you, please send your CV and a short covering note to John Whyte at info@insidetourgolf.com by Friday 27th March 2026.