Paradise City Group (Brussels) Job Offer
Event Marketeer

Are you a marketeer who's as at home in Ads Manager as in a video editor? We're looking for someone who knows exactly where a euro of ad budget works hardest, and who can also create the content that makes it work. You'll drive paid media and performance across our festivals, turn ad spend, data and CRM into tickets sold, and help shape our vision that brings it all to life.

About Paradise City Group

Paradise City Group creates festivals that feel like they belong exactly where they take place. From castle gardens to coastal landscapes and historic villages, each setting shapes the festival's ambiance. Across Europe, our projects bring together finely curated line-ups, strong scenography and a shared focus on what really matters: the dancefloor, the people on it, and the atmosphere around it. Sustainability and socially responsible entrepreneurship aren't add-ons for us; they're built into how we work, from production to partnerships.

What started in 2015 with Paradise City Festival in Belgium has grown into a small family of events, including Paradies Garten in Austria, Touquet Music Beach Festival in France, Jazz Middelheim and Doel Festival in Belgium. Today, a core team of around 25 people, based mainly in Brussels with smaller hubs in Lille and Vienna, works year-round to build festivals that balance intensity with care, originality with responsibility, and growth with staying true to our DNA.

Who You Are

- **You know marketing inside out**: you have at least 3 years of hands-on marketing experience, ideally for events, music, ticketing or e-commerce.
- **You have experience in paid media**: you run and optimize campaigns on Meta, Google and TikTok, and you know which audience, format and budget fit each phase, from awareness to early bird to last-second sales.
- **You know your way with data**: GA4, pixels, conversion tracking and UTM structures hold no secrets for you, and you turn numbers into clear decisions.
- **You understand CRM**: you know how to segment an audience, build retargeting and lookalike lists, and connect ticketing data to your campaigns.
- **But you're creative too**: you can edit short-form video and handle basic graphic design, so you can turn an idea into a post or an ad yourself.
- **You recognize what works on social**: you understand platform codes and can brief or judge creative on what will actually perform.
- **You're structured and independent**: you can run several campaigns for different festivals in parallel without losing the overview.
- **You speak Dutch and English fluently.** French or German is a plus.

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What You'll Do

You'll be a key part of our marketing team, working closely with content, design and ticketing colleagues.

- **Content creation**: edit short-form video and create simple visuals for social media and ads.
- **Online ads**: plan, set up and optimize paid campaigns on Meta, Google and TikTok for Paradise City, Touquet Music Beach, Jazz Middelheim, Paradies Garten and our other festivals.
- **Budget & media planning**: manage ad budgets per festival and phase, and help plan print, offline and partner media alongside the online mix.
- **Social media**: co-manage our social channels with the content team, so organic and paid work as one.
- **Ticket sales**: align campaigns with ticket releases and follow up sales in Paylogic together with our ticketing team.
- **CRM & audiences**: own our audience data, segmentation and retargeting, and keep CRM and campaigns connected.
- **Marketing reporting**: build and share clear reports on spend, reach, conversions and ticket sales, and turn them into next steps.
- **Strategy & planning**: contribute to the yearly marketing plan and strategy for each festival.
- **Creative input**: brief and give feedback on ad creative, signage and design so every visual is built to perform.

What We Offer

- A full-time role based in Brussels.
- Real ownership over the paid media budget and strategy of multiple international festivals.
- A role where data and creativity go hand in hand.
- A creative, close-knit team environment.
- The freedom to pitch ideas, test, and take initiative.
- A central role in some of Belgium's most exciting music events.

How to Apply

Send your CV and a short, genuine motivation to jobs@paradisecity.be. Please speak human, no AI. Tell us what excites you about this role, and share one campaign or piece of content you're proud of and what made it work.