

event masters

OPPORTUNITY: SALES EXECUTIVE



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



ROYAL ASCOT
OFFICIAL HOSPITALITY SUPPLIER

CHELTENHAM
Official Hospitality Supplier



RANDOX



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

SALES EXECUTIVE

THE IMPORTANCE OF THIS ROLE

Our events portfolio is extensive and constantly evolving. New fixtures, packages and venues mean there is always demand to speak with existing and prospective clients about the best options for their hospitality needs.

WHAT YOU'LL BE DOING

Reporting into our Sales Director, you'll join our Sales Team in our Birmingham head office and take responsibility for driving sales across a portfolio of events. In particular, you will:

- Manage inbound enquiries generated by our marketing and digital channels
- Make outbound calls from an established database to identify new opportunities
- Take ownership of achieving and exceeding occupancy and revenue targets for allocated events
- Understand client requirements and recommend the most suitable hospitality packages
- Confidently present and explain our products, pricing and availability over the phone and via email
- Build and maintain strong relationships with B2B clients, encouraging repeat bookings
- Maintain accurate records of all activity within our CRM/sales systems
- Stay up to date with the sporting calendar, key fixtures and our product offering so you can speak credibly and enthusiastically with clients

WHAT WE'RE LOOKING FOR

- Strong knowledge and genuine interest in major sports and confidence talking knowledgeably about venues with clients.
- Excellent communication skills, both verbal and written
- Confident, professional phone manner and the ability to build rapport quickly
- Experience in B2B telesales or inside sales (minimum 2 years preferred) is an advantage, but not essential as training will be provided
- Enthusiastic, self-motivated and target-driven
- Strong work ethic with the resilience to handle a high volume of calls
- Positive outlook and a proactive approach to generating and converting opportunities
- Ability to manage your own pipeline and prioritise time effectively
- Willingness to follow structured sales processes while contributing your own ideas

CULTURE & BENEFITS



BASIC SALARY: +£25,000

(DEPENDENT ON EXPERIENCE AND PERFORMANCE STRUCTURE)

VERY COMPETITIVE COMMISSION 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 our Commercial Director Elliot Sheasby on esheasby@eventmasters.co.uk

