

event masters

OPPORTUNITY: TRADE RELATIONSHIP MANAGER



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 development and ambitious growth plan

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 MAKE LONG-TERM COMMITMENTS WITH VENUE AND EVENT PARTNERS, AND THOSE RELATIONSHIPS UNDERPIN OUR SUCCESS. AS OUR PORTFOLIO HAS GROWN, SO HAS THE RESPONSIBILITY THAT COMES WITH HOLDING PREMIUM HOSPITALITY INVENTORY ACROSS SOUGHT-AFTER EVENTS IN THE UK AND OVERSEAS. CLEAR OWNERSHIP OF HOW WE POSITION AND LEVERAGE OUR PRODUCT IN THE TRADE MARKET IS INCREASINGLY CRITICAL, ENSURING INVENTORY IS MANAGED INTELLIGENTLY TO BALANCE DEMAND, PROTECT VALUE AND DRIVE STRONG OCCUPANCY”

- DENISE SHEASBY, MANAGING DIRECTOR

THE ROLE

THE IMPORTANCE OF THIS ROLE

Our events portfolio and core hospitality products generate strong demand from both direct clients and trade partners. To protect margin, minimise stock risk and maximise revenue, we need to manage our inventory within the trade market in a controlled and intelligent way.

WHAT YOU'LL BE DOING

Reporting into the Commercial Director and working closely with the Sales Director, you'll be responsible for managing our trade strategy and performance across key events and products.

In particular, you will:

- Plan and manage the controlled release of owned inventory into the trade market, ensuring wholesale targets are met.
- Maintain and develop relationships with other individuals and companies within the industry.
- Manage our trade communication channels including regular whatsapp and email communications
- Identify and onboard new B2B channels or trade partners to help move stock efficiently while protecting margin.
- Have your finger on the pulse within the hospitality industry, what are the trade trends around a specific event.
- Attend all events where we have our own representation with a view to engaging with direct clients and trade partners at said event.
- Collaborate with Marketing and Sales to implement tactical promotions or price changes and measure their impact.
- Work closely with Sales Management to align on which packages and events should be pushed via direct channels vs. trade, and at what price points.
- Assist the Sales team with brokering packages for specific, non-core product.
- Maintain accurate records of trade allocations, pricing decisions and partner performance within our systems.

WHAT WE'RE LOOKING FOR

- Experience managing B2B or trade partner relationships (luxury events, travel, concierge, hospitality or lifestyle is ideal), including negotiating terms and managing performance
- Confident working with pricing, margins and stock exposure
- Strong analytical skills, with the ability to interpret data, spot trends and translate insight into clear actions
- Excellent communication skills, both verbal and written, with the ability to present trading insight to senior stakeholders
- Highly organised, with the ability to manage multiple events, partners and deadlines simultaneously
- Proactive, commercially minded and comfortable taking ownership of targets
- Solid Excel/Sheets skills and experience using CRM or trading/sales systems
- Knowledge and genuine interest in major sports and hospitality is a strong advantage



CULTURE & BENEFITS



A VIBRANT LOCATION TO WORK, ST PAUL'S SQUARE

BASIC SALARY: £40,000 PER YEAR

(DEPENDENT ON EXPERIENCE AND PERFORMANCE STRUCTURE)

PLUS VERY COMPETITIVE BONUS STRUCTURE

A TIGHT KNIT TEAM

FAST-MOVING, COMMERCIAL ENVIRONMENT

REAL RESPONSIBILITY FROM DAY ONE

FULL-TIME, PERMANENT ROLE

BIRMINGHAM CITY CENTRE HEAD OFFICE, ST PAULS SQUARE

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 or call either office on 0121 233 6500 / 0207 989 6500

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