

POSITION DESCRIPTION

POSITION: Commercial Manager

DEPARTMENT: Commercial

REPORTS TO: General Manager

POSITION OVERVIEW:

Develop, implement and oversee EM Live brand development & implementation, together with identifying and embedding unique marketing strategies to increase and promote the awareness of EM Live. Oversee and drive the implementation of new innovations and work closely with Partnerships & marketing, ensuring each runs smoothly and efficiently.

COMPANY OVERVIEW

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management - delivering locally tailored solutions and cutting-edge technologies to maximise the guest experience. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, performing arts venues, and convention and exhibition centres, including McCormick Place Chicago; Moscone Center San Francisco; ICC Sydney Australia; Olympia London; Shenzhen World China; and P&J Live in Aberdeen, U.K.

DUTIES & RESPONSIBILITIES

<p>Leadership</p>	<ul style="list-style-type: none"> • Lead by example, through encouraging, supporting, and coaching team members. • Communicate in a positive, open and transparent manner. • Provide direction and advice to all team members. • Promote and adhere to EM Live Vision, Mission, and company values. • Work closely with the Human Resources department, to recruit and select department personnel, in an ethical and efficient manner. • Conduct probationary and annual Performance Planning meetings with all team members, ensuring KPI's are established and quarterly reviews are carried out. • Conduct regular weekly and monthly department meetings.
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	<ul style="list-style-type: none"> • Identify training needs for team members in conjunction with Human Resources.
<p>Commercial (Sales, Partnerships, Marketing & Branding)</p>	<ul style="list-style-type: none"> • Identify potential naming rights partners, founding partners, suite holders and potential partnerships. • Develop, manage, and build strong working relationships with all Partnerships, Founding Partners, Naming rights and Suite Holders. • Develop, plan and implement commercial plans and strategies that help drive and increase revenue. • Ensure all contractual obligations are understood and met. • Develop and build solid working relationships with AEG Global Partnerships to help maximize commercial opportunities. • Conduct regular and ongoing market research to stay in touch with new trends and identify any threats / opportunities to the business. • Negotiate ongoing contracts in conjunction with the General Manager for suppliers and clients. • Managing and reviewing contracts and make recommendations commercially. • Monitor performance of commercial activities and make adjustments as required. • Generate repeat business by providing outstanding Customer Service and relationship building. • Liaise with Group Legal Counsel to ensure all contracts and MOU's are reviewed before any sign offs. • Ensure you communicate and liaise with necessary departments including Technical & Production, and Operations regarding pricing and feasibility of holding any events.
<p>Finance & Administration</p>	<ul style="list-style-type: none"> • Achieve revenue targets. • Ensure the overall team P&L is controlled from a cost perspective. • Accurate and timely completion of annual department budget and monthly sales reports. • All bookings to follow local government and ASMG regulations and guidelines including but not limited contracting, announcements, on-sales and post event reporting. • Ensure all information is communicated to Events department and information is retained and recorded into Event Management System. • Ensure all advance deposits are received and recorded, prior to the Event taking place. • Prepare annual budgets and budget reviews as required.

	<ul style="list-style-type: none"> • Attend and actively contribute to the weekly Executive meeting. • Attend weekly Event Operations meeting, and any outstanding actions are followed up. • Actively participate in the EM Live Leadership weekly meeting, ensuring all relevant information is communicated and any requests are followed up on and actioned.
Administration	<ul style="list-style-type: none"> • Prepare and produce reports as required for stakeholders and ASM Global Head Office. • Complete EOM reports by requested due date and submit them to General Manager. • Actively participate in Leadership meetings as requested.
Quality Management/Legal & Insurance	<ul style="list-style-type: none"> • Actively support and assist all ASM Global internal audits and external audits, ensuring all members of the leadership team are briefed and participate. • Manage all insurance and legal matters in conjunction with ASM Group Legal Counsel. • Work closely with the Group Legal Counsel on all contracts related to financials. • Communicate effectively and openly with all stakeholders.
Quality Assurance/Risk Management	<ul style="list-style-type: none"> • Ensure you are familiar with and implement all QA requirements in areas under your management and advise the General Manager of any required alterations. • Compliance with legislation and company policy. • Adequate control measures for risks are maintained. • Understanding and commitment to policies, processes and procedures. • Ongoing monitoring and review of processes and their results. • Effective corrective and preventive actions to maintain effective processes. • Participate in internal audits of processes and procedures. • Drive continual improvement of processes and procedures. • Follow quality processes for accurate and timely communication of changes.

GENERAL RESPONSIBILITIES

- Build, develop and maintain positive relationships with all stakeholders.
- Comply with all government legislation, codes, standards and statutory obligations.

- Ensure all work practices are carried out in a professional, ethical and efficient manner.
- Communication is delivered in an open, transparent, and culturally sensitive manner.
- Treat all team members in a respectful and fair manner.
- Be punctual and on time for work.
- Ensure grooming and presentation is professional and respectful at all times.
- Perform other duties as requested by the General Manager.
- Be Flexible and willing to assist with other reasonable duties as requested.

OCCUPATIONAL, HEALTH & SAFETY

Employee Responsibility

All employees are required to work within established APAC workplace, health and safety policies to ensure their own health and safety, and the health and safety of others in the workplace.

Report any unsafe work practices that may cause potential harm to themselves, other team members and or stakeholders.

Organisational Commitment

It is the expectation of ASMG APAC that all staff will be committed to the ideals of best practice service delivery, continuous improvement, and appropriate conduct at all times.

It is a condition of employment that all staff will:

- adhere to conduct as outlined in the APAC Code of Business Conduct
- positively implement all APAC safety policy and procedures
- proactively participate in delivering service excellence to clients and visitors through ISO 9001 certification.

JOB SPECIFICATIONS /PERSONAL ATTRIBUTES & QUALIFICATIONS

AREA	REQUIREMENT	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> • Degree in Marketing Communications or Business Development • Bi-lingual in Thai and English – Spoken, Written & Reading • Valid Drivers License 	✓ ✓ ✓	✓
Experience	<ul style="list-style-type: none"> • Minimum of 3-5 years’ experience in similar role • Previous experience in Arena/Stadium/Event/Hospitality • Pre-Opening experience • Previous experience in Digital marketing and marketing automation platforms. • Sound working knowledge of social media and digital communications. • Previous experience leading and managing marketing campaigns. • Microsoft Office Package • CSR software • Contract Management 	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓
Personal Qualities	<ul style="list-style-type: none"> • Ability to work under pressure and towards deadlines • Strong eye for detail • Adaptable and flexible • Well organized and ability to manage multiple tasks at a time. • Ability to facilitate presentations to all stakeholders. • Flexible with working hours (evenings, weekends, public holidays) • Well-presented and well groomed • Excellent communication skills • Committed to diversity and inclusion. • Able to accept direction and execute tasks. • Decisive and sound problem solver • Committed to safe and ethical work practices. • Able to work as a team. 	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓

EMPLOYEE ACKNOWLEDGEMENT

I fully understand, accept and agree to the above duties and responsibilities and confirm that the role and the requirements have been explained and communicated to me.

Employee Name:	
Employee Signature:	
Date:	