



JOB DESCRIPTION

POSITION TITLE: Sales Executive

Department: Commercial

Reporting to: Head of Commercial

Grade: N/A

Date approved: 26 April 2023

OUR VISION

ASM Global's vision for the Coca-Cola Arena is to provide a state-of-the-art multipurpose indoor Arena with impeccable management to establish it as the region's premier entertainment and sports venue for UAE residents and tourists. To achieve this and to drive inbound tourism, the focus must be on securing premier events, delivering world class branding and marketing, the very best practice's, customer service and operating efficiencies.

OUR MISSION

To be an iconic international standard multipurpose indoor Arena that will place Dubai on the international touring circuit for world-class entertainment and indoor sports to enhance the lives of residents of the UAE and generate significant ongoing growth of inbound tourism to Dubai.

OUR COMPANY VALUES

ACCOUNTABILITY - We follow through on everything and do what we say we are going to do. We believe in taking responsibility for our actions and consistently performing to world-class standards. We have an obligation to create financially sustainable practices and to always remain commercially prevalent.

DIVERSITY - We believe diversity is the foundation to our success. By being inclusive, celebrating all our unique points of view and experiences, and most importantly - embracing and encouraging our people to be their authentic self. Diversity is powerful and a champion for change.

RESPECT - We respect our team of people and treat everyone with politeness and kindness, which in turn creates a culture where individuals feel valued and appreciated. When we respect each other, our level of trust grows and support increases, creating high performing teams.

SAFETY - We believe safety is non-negotiable, core and part of our business - in everything we do. A safe environment creates a great environment. Safety first, every time.

INNOVATION - We believe innovation and creativity is the key to being leaders in entertainment. Innovation is not always easy but the right returns brings value, possibilities and opportunities for our stakeholders.

INTEGRITY - We treat people the way we want to be treated. We undertake our work ethically and honestly and communicate openly and regularly. Integrity is the essence of who we are.



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POSITION PURPOSE:

1. To manage the Arena's corporate sales activities, primarily involving the sales of partnerships, hospitality suites and premium seating.
2. Promote the Coca-Cola Arena brand to potential clients and stakeholders.

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Sales & Strategy	<ul style="list-style-type: none"> ◆ Manage the sale of suites and partnerships to achieve all KPIs and sales targets as determined by the annual business plan. ◆ Contribute to the creation, implementation and delivery of a comprehensive suites, partnerships, and premium seating sales strategy for the Arena. ◆ Actively participate in the revision, development and implementation of any sales strategy as required. ◆ Conduct cold calls on prospective clients/leads. ◆ Convert successful appointments and business leads into sales. ◆ Coordinate all quotations, proposals, and contracts. ◆ Conduct site tours of the Arena to potential clients and industry related people. ◆ Complete all sales reports as required, ensuring information is accurate and free from errors. ◆ Collate all reports and agreements. ◆ Attend all departmental and general meetings as required.
Stakeholder/Client Management	<ul style="list-style-type: none"> ◆ Represent ASM Global in a professional and positive manner at all times. ◆ Ensure all stakeholders are treated with respect and cultural differences are taken into consideration. ◆ Manage all client relationships ensuring their needs have been met and they are satisfied with the product and service provided. ◆ Document all feedback from clients. ◆ Oversee delivery of contractual obligations to clients and their guests. ◆ Support the Commercial Department with the management and hosting of the company suites as required. ◆ Ensure dress code is always professional and modest.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Quality Assurance	<ul style="list-style-type: none"> ◆ Work closely with the Head of Commercial to ensure client expectations are met. ◆ Be familiar with and implement all QA requirements in areas of your responsibility and advise the Head of Commercial of any non-compliances. ◆ Comply with all legislation, and company policies. ◆ Ensure you are up to date with relevant technical information, best practice, and compliance and regulatory requirements.
Event Days	<ul style="list-style-type: none"> ◆ Attend event days as and when directed by Head of Commercial and entertain existing and potential clients present for the event. ◆ Ensure you are on time and contactable for any issues on Event Days.
Health & Safety	<ul style="list-style-type: none"> ◆ Be fully aware of the Coca-Cola Arena Fire & Emergency procedures. ◆ Ensure you are familiar with the location for all firefighting equipment and know where all fire exits are and ensure these are not blocked. ◆ Participate and follow the instruction of the Chief Fire Warden in case of emergencies. ◆ Report all incidents to the Head of Commercial and event day correspondent.

GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
Promotion of the Arena services and facilities to clients	<ul style="list-style-type: none"> ◆ Friendly, professional communication ◆ Cooperation and willingness to assist ◆ Positive image portrayed reflecting a professional company image ◆ Commitment to Arena vision, mission and company values
Work Ethic	<ul style="list-style-type: none"> ◆ Lead by example and act as a role model, ensuring all work practices are conducted in a professional manner. ◆ Communication is open, transparent and positive ◆ Communicate regularly and effectively with all departments ◆ Demonstrate cultural competence and show respect to team



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GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none"> ◆ Be punctual and on time for work and meetings ◆ Ensure grooming and dress code is professional and respectful of the Middle East environment. ◆ Efficient and consistent work practices. ◆ Ensure confidential meetings/discussions are kept confidential ◆ Adhere to ASM Global Code of Business Conduct at all times
Stakeholder Relationships	<ul style="list-style-type: none"> ◆ Ensure communication is timely, open, honest and transparent. ◆ Build, develop and maintain relationships with all key stakeholders. ◆ Meet regularly with key focal points from the owner. ◆ Report any serious issues or concerns with the owner to the Head of Commercial. ◆ Ensure all communications, verbal or written is conducted in a timely and efficient manner.
Problem Solving	<ul style="list-style-type: none"> ◆ Timely response to any issues or situations ◆ Provide client and or team feedback ◆ Identify any potential issues or areas of concern, and come up with ways to improve and resolve situations
Report any damages to property or equipment	<ul style="list-style-type: none"> ◆ Follow correct procedures and report any damages ◆ Ensure correct paperwork is completed and submitted in a timely manner ◆ Contact Director of Services for anything urgent
Other	<ul style="list-style-type: none"> ◆ Perform other duties as directed by the Head of Commercial. ◆ Perform other reasonable duties as directed from time to time. ◆ Participate in trainings as directed by the Head of Commercial. ◆ Accurate and timely completion. ◆ Be flexible and willing to undertake all tasks and activities. ◆ Carry out duties of other members of the department during their absence.



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PERSONAL SPECIFICATIONS:

POSITION		ESSENTIAL	DESIRABLE
Qualifications	Degree or certification in Marketing or Business Administration		✓
Experience	Minimum three years of sales experience. Minimum two years recent experience in a similar role. Previous experience in the UAE, preferably in the event industry Excellent oral and written communication skills Fluent in English Fluent in Arabic	✓ ✓ ✓ ✓ ✓	✓
Other requirements	Driving license and car		✓
Skills and Knowledge	Management and Leadership Skills	✓	
	Current knowledge of marketing and sales trends	✓	
	Flexibility in results whilst ensuring targets are met.		
	Demonstrate proven sales track record in conversion of business.	✓	
	Creating and implementing a sales plan.	✓	
	Analyze sales data.	✓	
	Ability to work unsupervised	✓	
	Strong presentation and communication skills	✓	
	IT literate including the full Microsoft Office Suite	✓	
	Ability to work with multicultural team	✓	
	Listening skills	✓	
	Creative thinking	✓	
	Influential communicator	✓	
Personal Qualities	Friendly and amicable personality.		✓
	Excellent communication skills at all levels.	✓	
	Excellent internal and external stakeholder management skills	✓	
	Excellent personal presentation and grooming.	✓	
	Willingness to work as a team member.	✓	
	Willingness to accept direction.	✓	
	Well organised.	✓	
	Can do attitude without compromise of safety.	✓	



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	Attention to detail.	✓	
	Ability to work under pressure and meet deadlines.	✓	
	Proven ability to use initiative.	✓	
	Flexibility with working hours.	✓	
	Energetic	✓	

I have read the Position Description detailed above and I fully understand and accept the position as described therein.

© ASM Global	Employee Name	Department: Commercial
Venue: Coca-Cola Arena	Employee Signature	Date: