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## FREELANCER POSITION DESCRIPTION

POSITION TITLE: Ticketing Coordinator

Department: Services

Reporting to: Ticketing Manager

Grade: Freelancer

Date approved: August 2024

### 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. Provide a high level customer booking and enquiry service through the Box Office.
2. Ensure that all ticketing staff have a thorough understanding and knowledge of all events at the Arena.
3. Promote all Events with enthusiasm, upsell where possible and deliver first class customer service

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
<b>Ticketing</b>	<ul style="list-style-type: none"><li>◆ Process ticket sales and reservations using ticketing system.</li><li>◆ Have a thorough understanding all events taking place in the Arena.</li><li>◆ Assist with the day to day supervision of staff in relation to all aspects of the Box Office and Ticketing.</li><li>◆ Assist the Ticketing Manager with the training of other Ticketing staff.</li><li>◆ Oversee and manage ticket fulfillment in relation to all ticketed events for the Arena.</li><li>◆ Ensure that the relevant event information is circulated to the ticketing staff and any changes are communicated.</li><li>◆ Other duties assigned by Ticketing Manager.</li><li>◆ Suite tickets uploaded to system.</li><li>◆ Customer Service</li></ul>
<b>Administration &amp; Finance</b>	<ul style="list-style-type: none"><li>◆ Assist the Ticketing Manager with the preparation of any ticketing reports.</li><li>◆ Complete and submit any incident reports with as much information as possible.</li><li>◆ Oversee and manage the processing of credit card payments, cash handling and cheques.</li><li>◆ Attend any meetings as required.</li><li>◆ Assist the Ticketing Manager with department budgets and forecasts as required.</li><li>◆ Ensure confidentiality is maintained at all times.</li></ul>
<b>Quality Assurance, Compliance &amp; Effectiveness</b>	<ul style="list-style-type: none"><li>◆ Ensure you are familiar with and implement all QA requirements in areas under your management and advise the General Manager and Director of Event Operations of any deviations or required alterations.</li><li>◆ Compliance with legislation and company policy.</li><li>◆ Adequate control measures for risks are maintained.</li><li>◆ Understanding and commitment of staff to policies, processes and procedures.</li></ul>



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none"><li>◆ Maintain current knowledge of relevant technical information, best practice, compliance and regulatory changes.</li><li>◆ Ongoing monitoring and review of processes and their results.</li><li>◆ Effective corrective and preventive actions to maintain effective processes.</li><li>◆ Participate in internal audits of processes and procedures.</li><li>◆ Drive continual improvement of processes and procedures.</li><li>◆ Follow quality processes for accurate and timely communication of changes.</li></ul>
<b>Health, Safety &amp; Environment</b>	<ul style="list-style-type: none"><li>◆ Ensure all staff under your guidance are trained in operating any equipment or machinery they are required to operate and hold current and up to date licenses if required.</li><li>◆ Up-to-date knowledge of Dubai Work Health and Safety Act, Environmental Protection Act, and any associated regulations, local laws, standards, codes or practice or guidelines, pertinent to your area of work.</li><li>◆ Consult, coordinate and cooperate with contractors and others at work to manage HSE risks.</li><li>◆ Be fully aware of the Dubai Fire &amp; Emergency Evacuation Procedures.</li><li>◆ Be familiar with the location of emergency exits and fire-fighting equipment.</li><li>◆ Participate in the management of any incident or emergency as directed by the nominated warden.</li><li>◆ Report all incidents to your manager and HSE personnel.</li></ul>

GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
<b>Promotion of the Arena services and facilities to clients</b>	<ul style="list-style-type: none"><li>◆ Friendly, professional communication</li><li>◆ Cooperation and willingness to assist</li><li>◆ Positive image portrayed reflecting a professional company image</li><li>◆ Commitment to Arena vision, mission and company values</li></ul>
<b>Work Ethic</b>	<ul style="list-style-type: none"><li>◆ Lead by example and act as a role model, ensuring all work practices are conducted in a professional manner.</li></ul>



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



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## PERSONAL SPECIFICATIONS:

POSITION		ESSENTIAL	DESIRABLE
Qualifications	Degree or certification in Event Manager or similar	✓	
Experience	Minimum 3-5 year's experience in similar role Previous experience in the UAE, preferably in the event industry Experience in Softix/Ticketing Software Excellent oral and written communication skills Previous experience in events Fluent in Arabic and English	✓ ✓ ✓ ✓	✓
Other requirements	Driving license and car		✓
Skills and Knowledge	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.	✓	
	Attention to detail.	✓	
	Ability to work under pressure and meet deadlines.	✓	
	Proven ability to use initiative.	✓	
	Flexibility with working hours.	✓	





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

© ASM Global	Consultant's Name	Department: XXXX
Venue: Coca-Cola Arena	Consultant's Signature	Date: XXXX