



# JOB DESCRIPTION

POSITION TITLE: Assistant Artist Relations Manager

Department: Sports & Production

Reporting to: Artist Relations Manager

Grade: N/A

Date approved: May 2025

## 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:

The Assistant Artist Relations Manager is responsible for overseeing all backstage operations and artist liaison duties. This includes administrative and planning responsibilities, supporting the Event Manager during live events, and managing the artist experience from arrival to departure. The role ensures the seamless delivery of backstage logistics, stakeholder coordination, and upholding premium hospitality standards for all artists and clients.

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
<b>Backstage Operations</b>	<ul style="list-style-type: none"><li>◆ Serve as the primary liaison for clients and stakeholders to implement all backstage requests, ensuring smooth coordination across all teams.</li><li>◆ Manage backstage logistics including room allocations, signage, rider requirements, and setup, in accordance with event plans.</li><li>◆ Coordinate with internal departments such as Facilities, Catering, Production, Marketing, and Security to ensure seamless backstage operations.</li><li>◆ Liaise with the Technical Production team on show schedules, informing the Event Manager and Event Control of any changes.</li><li>◆ Oversee backstage bump-in and bump-out processes, including the reporting of any damages or operational issues.</li><li>◆ Handle artist vehicle and accreditation for backstage and loading dock access.</li><li>◆ Manage and issue backstage access passes and accreditation; ensure proper access control is maintained.</li><li>◆ Maintain and update backstage inventory records, ensuring operational levels and assets (e.g., laundry, furniture) are adequately stocked and managed.</li><li>◆ Supervise and train backstage coordinators and temporary support staff,</li></ul>



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	<p>ensuring roles are understood and service standards are upheld.</p> <ul style="list-style-type: none"><li>◆ Oversee the collection and distribution of marketing materials (e.g., posters) to clients and artists.</li><li>◆ Coordinate Meet &amp; Greet sessions and media interviews, managing guest flow, access permissions, and artist comfort.</li><li>◆ Ensure backstage areas are setup to meet client and artist expectations during both bump-in and bump-out.</li><li>◆ Collaborate with Promoters, Event Managers, and Assistant Artist Relations Managers to finalize logistics for artist arrivals, accommodation, and F&amp;B arrangements.</li><li>◆ Manage on-the-day transport logistics including airport greetings, hotel transfers, and showtime movement.</li><li>◆ Provide support with catering and hospitality needs in absence of designated F&amp;B team.</li><li>◆ Conduct post-event dressing room strike and backstage cleanup, and assist in post-event reporting, documentation, and debriefs.</li><li>◆ Continuously identify and implement enhancements to the artist and promoter backstage experience.</li></ul>
<b>Event Operations</b>	<ul style="list-style-type: none"><li>◆ Manage artist transport logistics, including airport greetings and hotel transitions.</li><li>◆ Coordinate meet &amp; greet experiences and control backstage guest flow.</li><li>◆ Provide emergency support for F&amp;B needs if required.</li><li>◆ Assist with strike, backstage cleanup, post-event feedback, and reporting.</li><li>◆ Support the Event Manager in post-event meetings/debrief.</li></ul>



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none"><li>◆ Use online event management systems for documentation and reporting.</li><li>◆ Attend Event Operations production meetings.</li><li>◆ Support the assigned Event Manager with the online event management software, including the event information and reports related to backstage.</li></ul>
<b>Workplace Health and Safety</b>	<ul style="list-style-type: none"><li>◆ Compliance with company WHS policies-self; staff; suppliers; contractors; clients.</li><li>◆ Consultation with staff in issues that affect their health and safety, and any concerns.</li><li>◆ All incidents/accidents are promptly reported and all corrective action to policies or practices implemented immediately on approval.</li><li>◆ Participate in Emergency Management Training and be proficient with the Emergency Management Plan.</li><li>◆ Inventory of all Backstage operations equipment and maintaining operational levels</li><li>◆ Report any Backstage HSE issues to the HSE Team/Duty Safety Officer</li></ul>
<b>Systems &amp; Procedures</b>	<ul style="list-style-type: none"><li>◆ Follow all Coca-Cola Arena policies and procedures and departmental service standards.</li><li>◆ Maintain updated backstage documentation and pass records.</li><li>◆ Suggest any improvements that could be made to existing systems and procedures.</li></ul>

GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
<b>Promotion of the Arena services and facilities to clients</b>	<ul style="list-style-type: none"><li>◆ Client Feedback</li><li>◆ Friendly, professional communication</li><li>◆ Cooperation and willingness to assist</li><li>◆ Positive image portrayed reflecting a professional company image</li></ul>



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	<ul style="list-style-type: none"><li>◆ Commitment to Arena vision, mission and company values</li></ul>
<b>Builds Relationships</b>	<ul style="list-style-type: none"><li>◆ Building strong internal and external customers relationships, anticipating, and balancing the needs of multiple stakeholders through collaboration.</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><li>◆ Communication is open, transparent and positive</li><li>◆ Business attire and grooming standards maintained.</li><li>◆ Gaining the confidence and trust of others through honesty, integrity, and authenticity.</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 Artist Relations Manager.</li></ul>





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	<ul style="list-style-type: none"><li>◆ Ensure all communications, verbal or written is conducted in a timely and efficient manner.</li><li>◆ Respecting team members.</li><li>◆ Effective, constructive and timely verbal and written communication.</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><li>◆ Client and team member feedback.</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 Assets for anything urgent</li></ul>
<b>Prepare analyses, reports and correspondence as required.</b>	<ul style="list-style-type: none"><li>◆ Timelines</li><li>◆ Accurate supporting data</li><li>◆ Recommendations consistent with company objectives</li><li>◆ Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm</li></ul>
<b>Reporting of damages to property and equipment failure.</b>	<ul style="list-style-type: none"><li>◆ Prompt reporting</li><li>◆ Correct procedures followed</li></ul>
<b>Participate in training as directed by the Department Head.</b>	<ul style="list-style-type: none"><li>◆ Attendance at training</li><li>◆ Competencies achieved</li></ul>
<b>Work Health and Safety</b>	<ul style="list-style-type: none"><li>◆ Report any workplace hazards to your Health and Safety Committee representative and take a consultative role to assist in achieving a healthy and safe working environment.</li><li>◆ The use safe manual handling techniques always.</li><li>◆ Ensure all operating equipment is in good working order, reporting any unsafe work</li></ul>



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GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
	conditions, faults and repairs or cleaning needs to appropriate department. <ul style="list-style-type: none"> <li>◆ Be fully conversant with the fire and emergency evacuation procedures.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>◆ Accurate and timely completion of tasks</li> <li>◆ Flexibility and willingness to undertake activities.</li> <li>◆ Perform other duties as directed by the Artist Relations 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>

## PERSONAL SPECIFICATIONS:

POSITION		ESSENTIAL	DESIRABLE
<b>Qualifications</b>	Hospitality / Event Management qualifications or equivalent experience. Or, equivalent work experience.		✓
<b>Experience</b>	Minimum 2 year's experience in similar role Previous experience in the UAE, preferably in the event industry Current knowledge of hospitality and event trends Excellent oral and written communication skills Previous experience in events Fluent in Arabic and English	✓  ✓ ✓	✓   ✓
<b>Other requirements</b>	Driving license and car		✓
<b>Skills and Knowledge</b>	Ability to work unsupervised	✓	
	Current working knowledge of planning & managing medium to large scale events		✓
	Ability to work with minimal external assistance.	✓	
	High standard of administrative, writing and reporting skills	✓	
	Strong presentation and communication skills	✓	
	IT literate including the full Microsoft Office Suite	✓	



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	Ability to work with multicultural team	✓	
	Listening skills	✓	
	Creative thinking	✓	
	Influential communicator	✓	
<b>Personal Qualities</b>	Friendly and amicable personality.	✓	
	Excellent communication skills at all levels.	✓	
	Excellent internal and external stakeholder management skills	✓	
	Excellent personal presentation and grooming.	✓	
	Focus on keeping high quality of all tasks	✓	
	Willingness to work as a team member.	✓	
	Willingness to accept direction.	✓	
	Well organised.	✓	
	Can do attitude without compromise of safety.	✓	
	Attention to detail and high level of accurateness	✓	
	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: Sports & Production
Venue: Coca-Cola Arena	Employee Signature	Date: