



arena

FREELANCER POSITION DESCRIPTION

POSITION TITLE: People & Culture Generalist

Department: People & Culture

Reporting to: Head of People & Culture

Grade: N/A

Date approved: July 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:

- ◆ Lead key talent programs at Coca-Cola Arena, including the Volunteer Program and Industry Placement Program—handling all aspects from recruitment, onboarding, training, scheduling, and stakeholder coordination, to compliance and incident management.
- ◆ Assist in succession planning by helping identify critical roles and supporting the development and monitoring of Personal Development Plans (PDPs) for high-potential team members.
- ◆ Manage business travel requirements and support with day-to-day P&C operational tasks.

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Recruitment	<ul style="list-style-type: none">◆ Manage the full recruitment lifecycle, including but not limited to utilizing recruitment platforms, shortlisting and screening candidates, coordinating interviews, conducting reference checks, and managing offer placements.◆ Handle all administrative processes related to new hires and onboarding, ensuring accuracy and timely updates of all relevant data.◆ Lead the planning, execution, and ongoing management of the Coca-Cola Arena Volunteer Program, high level responsibilities include:<ul style="list-style-type: none">○ Recruitment of Volunteers○ Onboarding and training○ Organizing volunteer assignments based on department requests○ Serving as the primary contact○ Managing incident reporting related to volunteers.○ Maintaining up to date pool of volunteers and their documents.○ Applying for requisite permits for Volunteers◆ Drive the end-to-end execution and management of the Coca-Cola Arena Industry Placement Program, high level responsibilities include:<ul style="list-style-type: none">○ Seeking department requirements○ Identifying, screening and recruiting○ Participating in career fairs and partnering with schools.○ Onboarding and training○ Organizing intern and project placement schedules and graduate recruit assignments.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">○ Serving as the primary contact.○ Conducting exit interview sessions with participants upon project completion.○ Issuing certificates and/or tokens of appreciation for participants◆ Organize and represent Coca-Cola Arena at university and school career fairs to strengthen the organization's employer brand.◆ Coordinate and conduct internship and volunteer recruitment drives and campaigns as needed.◆ Provide administrative and logistical support for recruitment related tasks.
Performance	<ul style="list-style-type: none">◆ Assist in Performance Development Review process to be done in annual basis.◆ Ensure Performance Management is being done quarterly.◆ Assist in identifying key roles and critical positions that require succession planning across the organization.◆ Support in coordinating the development and tracking of Personal Development Plans (PDPs) for high-potential employees.◆ Provide support in implementation of the Coca-Cola Arena Coaching Program◆ Provide administrative and logistical support for coaching, mentorship, training, and cross-functional development initiatives.
Business Travel	<ul style="list-style-type: none">◆ Manage business travel requirements for team members as per company policy.◆ Ensure all travel related documents are accurate and up to date.◆ Arranging travel insurance for team members who are required to travel.
Other	<ul style="list-style-type: none">◆ Support with HRMS testing, implementation and execution for the Performance Planning and Dashboard modules.◆ Support with any other requirements for Learning & Development, Employee Engagement and wellbeing initiatives.◆ Support with other day-to-day People & Culture operational tasks.



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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◆ 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 People & Culture.◆ 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
Other	<ul style="list-style-type: none">◆ Perform other duties as directed by the Head of People & Culture.◆ Perform other reasonable duties as directed from time to time.



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GENERAL RESPONSIBILITY

PERFORMANCE STANDARDS

- ◆ Be flexible and willing to undertake all tasks and activities.

PERSONAL SPECIFICATIONS:

POSITION		ESSENTIAL	DESIRABLE
Qualifications	Degree or certification in Human Resources or Business Management	✓	
Experience	Minimum 4-5 year's experience in similar role Previous experience in the UAE, preferably in the event industry Excellent oral and written communication skills Previous experience in events Fluent in 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.	✓	



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	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	Consultant's Name	Department:
Venue: Coca-Cola Arena	Consultant's Signature	Date: