



# JOB DESCRIPTION

POSITION TITLE: POS Ssytem Administrator

Department: Business Operations – Finance & Administration

Reporting to: ICT Manager

Grade: N/A

Date approved: June 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.



# JOB DESCRIPTION

POSITION TITLE:

POS System Administrator

Department:

Business Operations – Finance &amp; Administration

Reporting:

ICT Manager

Grade:

N/A

Date approved:

June 2025

## POSITION PURPOSE:

This role is responsible for the management of the Coca-Cola Arena Point of Sale (NCR Aloha) and related or integrated systems.

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
<b>The POS Administrator is responsible for overseeing the configuration, maintenance, and support of the Point-of-Sale systems across all locations within the Arena. This role ensures the POS systems are optimized for performance, aligned with business needs, and compliant with security standards.</b>	<p>The POS System Administrator is responsible for:</p> <ul style="list-style-type: none"><li>◆ System Availability &amp; Reliability: Support POS uptime and performance monitoring across the Arena.</li><li>◆ Install new hardware and software as needed and ensure equipment uptime</li><li>◆ Maintain, update and optimize POS. System operation as per business requirements.</li><li>◆ Perform other POS development or maintenance as required, such as installing/coordinating regular system updates.</li><li>◆ Provide 1st Level POS Support and escalation/coordination with POS Supplier Support team.</li><li>◆ Work with F&amp;B and Finance team to implement the business and operational and event specific needs and configure the POS system to meet those needs.</li><li>◆ Work closely with applicable staff to ensure they have a good understanding of system functionality and processes.</li><li>◆ Establish and refine processes and procedures related to position and improve efficiencies.</li><li>◆ Ensure seamless integration between POS and other payment, financial, card-access, and third-party ordering systems. Manage relationships with external partners to ensure business needs alignment.</li><li>◆ Ensure that the POS systems comply with all relevant industry standards and regulations, including data security, menu</li></ul>



# JOB DESCRIPTION

POSITION TITLE: POS System Administrator

Department: Business Operations – Finance & Administration

Reporting: ICT Manager

Grade: N/A

Date approved: June 2025

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	taxing, service charges, etc. Ensure users are able to generate necessary reports from POS system.

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><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 ICT Manager.</li></ul>



# JOB DESCRIPTION

POSITION TITLE:	POS System Administrator		
Department:	Business Operations – Finance & Administration		
Reporting:	ICT Manager		
Grade:	N/A	Date approved:	June 2025

GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none"><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 Assets for anything urgent</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>◆ Perform other duties as directed by the ICT 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>



## JOB DESCRIPTION

POSITION TITLE:

POS System Administrator

Department:

Business Operations – Finance &amp; Administration

Reporting:

ICT Manager

Grade:

N/A

Date approved:

June 2025

## PERSONAL SPECIFICATIONS:

POSITION		ESSENTIAL	DESIRABLE
Qualifications	Bachelor's degree in Computer Science, Information Technology, or related field		✓
	Relevant industry certifications (e.g., POS systems, IT service management) are an advantage		✓
Experience	Minimum 5 years in POS administration or similar role		✓
	Experience with large-scale POS setups (100+ devices)	✓	
	Background in the events or hospitality industry, preferably in the UAE	✓	
	Hands-on experience with POS software, hardware, and third-party integrations	✓	
	Familiarity with POS troubleshooting, reporting, and analytics	✓	
	Excellent oral and written communication skills		✓
	Previous experience in events or hotels		✓
	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.	✓	



# JOB DESCRIPTION

POSITION TITLE:	POS System Administrator		
Department:	Business Operations – Finance & Administration		
Reporting:	ICT Manager		
Grade:	N/A	Date approved:	June 2025

	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.	✓	
	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: Business Operations – Finance & Administration
Venue: Coca-Cola Arena	Employee Signature	Date: