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FREELANCER POSITION DESCRIPTION

POSITION TITLE: Event Manager

Department: Event Operations – Event Services

Reporting to: Assosicate Director – Event Services

Grade: N/A

Date approved: September 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:

1. The Event Manager is responsible for ensuring all sports-related events are fully staffed and executed according to client specifications and needs. This role involves identifying and addressing operational issues to enhance customer satisfaction, ensuring the department aligns with company goals and adheres to financial budgets and targets.
2. Plan, coordinate, and manage assigned ticketed and corporate events for Coca-Cola Arena, assisting with the service of all Coca-Cola Arena clients in the event planning and execution process when required.
3. Manage sports and tickets events Merchandise.
4. Identify and communicate the needs of sports teams, artists, and promoters to all departments to ensure proper service throughout the event.
5. Assist with the development and implementation of new innovations, process improvements, and upgrades to existing Coca-Cola Arena products and services.
6. Assist the Director of Services and Head of Event Operations as required in the operation of the department.
7. Must have experience with crowd management, event rosters, event accreditations, logistics, emergency plans, and risk assessments.
8. A background in sports events is desirable.
9. Front-of-House (FOH) experience is a must.

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Event Operations	<ul style="list-style-type: none">• Manage all Sports assigned events from pre-event setup to post-event breakdown, ensuring all areas are covered in a timely and efficient manner.• Communicating with the teams on a daily basis, assisting them in their preparations to play at CCA advising best practices according to Coca-Cola Arena standards.• Preparing, coordinating & accompanying the different team delegations on visiting CCA facilities.• Share information and Monitor all event planning activities, anticipating and resolving problems, and liaise, delegate, and negotiate with all operational departments to ensure the effective delivery of Coca-Cola Arena services on event day.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">• Be “hands-on” at all times, leading by example in accordance with set standards.• Liaise with the Food & Beverage department regarding food and beverage requirements.• Meet with promoters, organizers, and artist teams at the beginning of the event to confirm all details of the running sheet and check for any additional requirements or changes.• Be familiar with and demonstrate procedures for setting up and servicing all areas.• Create estimated costs and rosters, ensuring all events are adequately staffed with ushers, security, traffic management, car park attendants, medical staff, and safety officers.• Conduct full venue checks, including health and safety and event-specific setups, prior to opening doors.• Conduct event risk assessments with the Safety Officer, ensuring any risks are flagged and mitigations are in place.• Conduct post-event debriefings to capture learnings for implementation in future similar events. Brief all Front-of-House staff prior to events on all relevant details.• Ensure that staff are maximizing their work time at all times.• Coordinate and distribute all interdepartmental paperwork necessary for the successful implementation of assigned events.• Check all reports related to event delivery, ensuring appropriate follow-up occurs and relevant issues are reported to the Director of Event Operations.• Ensure all event documentation is archived in the correct location, complying with the company's auditing process.• Assist in the proper use and adequate inventory of event equipment to properly service all events.• Be proficient with the venue and understand its locations and the differences between Front-of-House and Back-of-House operations.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">Be available to work in any ASM/DH venues/projects if required by the HOD and or Director of Services.
Merchandise	<ul style="list-style-type: none">Manage Basketball, CCA, and other event merchandise operations.Provide updated inventory and reports, ensuring inventory accuracy.Contact suppliers to support the procurement team in purchasing items.Set up merchandise stands.Collaborate with Finance and Event Managers to gather necessary information for merchandise sales.Liaise with clients regarding merchandise informationBe creative and think outside the box to propose new ideas.
Administration	<ul style="list-style-type: none">Create and manage event plans and event documentation on VenueOps System.Ensure all work activities and relevant information are recorded in VenueOps System for monthly reports.Ensure advance deposits and all permits are received and posted accordingly.Maintain up-to-date event files ensuring appropriate systems are in place.Assist in the preparation of forecasts and budgeting.
Workplace Health and Safety	<ul style="list-style-type: none">Compliance with company WPH&S policies- self; staff; suppliers; contractors; clients.Consultation with staff in issues that affect their health and safety, and any concerns.All incidents/accidents are promptly reported and all corrective action to policies or practices implemented immediately on approval.Undertake Emergency Management Training and be proficient with the Emergency Management Plan.
Systems & Procedures	<ul style="list-style-type: none">Follow all Coca-Cola Arena policies and procedures and departmental service standards.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">• Maintain integrity of the VenueOps System, client, stakeholder and supplier CRM database.• Suggest any improvements that could be made to existing systems and procedures.

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..• 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



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Other	<ul style="list-style-type: none"> Ensure correct paperwork is completed and submitted in a timely manner Contact Director of Services for anything urgent Perform other duties as directed by the Head of Event Operations. Perform other reasonable duties as directed from time to time. Be flexible and willing to undertake all tasks and activities.

PERSONAL SPECIFICATIONS:

POSITION		ESSENTIAL	DESIRABLE
Qualifications	Degree or certification in Hospitality / Event Management qualifications or equivalent experience	✓	
Experience	Minimum 3-5 year's experience in similar role Experience in Sports events is a plus Previous experience in the UAE Excellent oral and written communication skills Fluent in English, Arabic will be a plus	✓ ✓ ✓ ✓ ✓	
Other requirements	Driving license and car		✓
Skills and Knowledge	Current knowledge of hospitality/events trends.	✓	
	Ability to work unsupervised	✓	
	Strong presentation and communication skills	✓	
	Be able to work in different tasks at the same time	✓	
	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	✓	



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	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.	✓	
	Pro-active	✓	

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: