



arena

FREELANCER POSITION DESCRIPTION

POSITION TITLE: Corporate Catering Manager (Freelance)

Department: F&B

Reporting to: Head of F&B

Grade: N/A

Date approved: January 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 Corporate Catering F&B Manager is responsible for bridging the gap between the F&B team, Business Development, Event Operations and Corporate Clients. This role focuses on understanding client needs, creating tailored F&B solutions, coordinating F&B event execution, and ensuring exceptional client satisfaction. The manager also plays a pivotal role in building strong relationships with clients, increasing catering revenues and driving repeat business.

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
F&B Corporate Events	<ul style="list-style-type: none">◆ Oversee the end-to-end execution of F&B on corporate events, ensuring compliance with timelines, menu specifications, and service standards.◆ Review and coordinate event floor plans, menus, and setups in consultation with the F&B team.◆ Collaborate with the F&B department and Event Operations team to ensure the seamless delivery of events, aligning with client expectations.◆ Oversee event setup, including the placement of tables, chairs, cutlery, centerpieces, and other items, ensuring all specifications meet or exceed client expectations.◆ Oversee event bump in, bump out and teardown◆ Inspect the banquet and event areas pre-event to confirm readiness and adherence to client requirements.◆ Troubleshoot and resolve F&B issues during events to guarantee a positive guest experience.◆ Consult with the F&B team on event timelines, menu planning, and item availability to ensure smooth operations.◆ Coordinate with Business Development and Event Operations teams to finalize floor plans and service setups.◆ Create post-event reports, providing recommendations for future improvements.◆ Develop contingency plans for potential event disruptions.◆ Track and maintain catering tableware and smallware.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Client and Stakeholder Coordination	<ul style="list-style-type: none">◆ Collaborate with the F&B team, Event Operations, and Business Development teams to align event strategies with client expectations.◆ Collaborate with the Business Development team to understand client budgets, preferences, and catering requirements.◆ Responsible for menu design, development and food tasting in line with client budget as agreed with Business Development team.◆ Upselling additional F&B services where applicable and working with Business Development to ensure they are contracted.◆ Organize and attend food tastings.◆ Act as a liaison between F&B operations, Event Ops, and Event Hosts, ensuring smooth communication and execution.◆ Assist in site visits and tours of the Arena event spaces for prospective corporate clients.◆ Collaborate with the Business Development team to identify and pursue new business opportunities in banqueting and conferencing.◆ Increase revenue streams from F&B Catering on corporate events.◆ Monitor market trends, competitor activity, and sales performance to refine strategies and achieve business objectives.◆ Build and maintain relationships with key corporate clients, and decision-makers to encourage repeat business.◆ Maintain an in-depth understanding of trends in banqueting, catering, and client preferences, offering recommendations for continuous improvement.◆ Generate quotes and pricing for F&B packages when it required.◆ Coordinate with finance team and manage event-related expenses and invoices.
Quality Assurance	<ul style="list-style-type: none">◆ Comply with all legislation, HACCP and company policies.◆ Drive continual improvement of processes and procedures to ensure best guest experience



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Health & Safety	<ul style="list-style-type: none">◆ Report any serious F&B violations to the Head of F&B.◆ Ensure compliance with health and safety regulations, hygiene standards, and fire safety guidelines during events.◆ Cooperate and coordinate with external contractors and other personnel to manage and mitigate HSE risks.◆ Be fully aware of the Coca-Cola Arena Fire & Emergency procedures.◆ Ensure you are familiar with the location for all firefighting equipment and know where all fire exits are and ensure these are not blocked.◆ Participate in the management of any incident or emergency and follow the instruction of the Chief Fire Warden.◆ Report all incidents to the Head of F&B.
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



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none"> ◆ Adhere to ASM Global Code of Business Conduct at all times
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 ◆ Contact Director of Services for anything urgent
Other	<ul style="list-style-type: none"> ◆ Perform other duties as directed by the Head of F&B. ◆ 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, business or related field.		✓
Experience	Minimum 5 year's experience in a managerial role in F&B 3-5 years of experience in a sales role within the hospitality or events industry, with a focus on banqueting and conferencing. Excellent oral and written communication skills Previous experience in events Fluent in English Fluent in Arabic	✓ ✓ ✓ ✓ ✓	✓
Other requirements	Driving license and car		✓
Skills and Knowledge	Knowledge of all food and beverage Menues	✓	
	Strong presentation and communication skills	✓	
	Ability to develop and implement effective sales strategies to meet business objectives	✓	
	Knowledge of the local market and client base.	✓	
	Excellent problem-solving, observational and interpersonal skills.	✓	
	Excellent customer service	✓	



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	Ability to diffuse tense situations and resolve guests' complaints.	✓	
	Ability to prioritise and have an eye for detail.	✓	
	IT literate including the full Microsoft Office Suite	✓	
	Ability to work with multicultural team	✓	
	Ability to work unsupervised	✓	
	Creative thinking	✓	
	Influential communicator	✓	
Personal Qualities	Friendly and amicable personality	✓	
	Listening Skills	✓	
	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.	✓	
	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	Consultant's Name:	Department:
Venue: Coca-Cola Arena	Consultant's Signature:	Date: