



arena

FREELANCER POSITION DESCRIPTION

POSITION TITLE: Assistant Premium Account Manager

Department: Premium Live

Reporting to: Head of Premium Live (dotted line to Head of Commercial)

Grade: Freelancer

Date approved: April 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:

To play a key role in overseeing premium client accounts, with a focus on event delivery, sponsor activations, and the fulfillment of complex commercial deliverables. This position supports the Premium Live team and works in close coordination with the Commercial Department to ensure strong communication, managing premium experiences and alignment on objectives and partner expectations.

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Account Management	<ul style="list-style-type: none">♦ Management of premium accounts as directed by the Head of Department.♦ Serve as a key point of contact and manage assigned premium accounts, including sponsors, suite holders, and VIP clients, ensuring high-level servicing and delivery of contracted benefits.♦ Coordinate with Food and Beverage department on account requirements ensuring exceptional guest service.♦ Management of account guest list, ensuring a seamless and elevated welcome experience for all guests.♦ Ensure all event deliverables are met with precision, including Premier lounge/suite readiness, branding, catering, and access logistics.♦ Coordinate ticket distribution for Premier Lounge.♦ Oversee and manage the benefits for guests across CCA website and box-office.♦ Ensure the accurate maintenance of records and reporting related to utilization of designated areas.♦ Manage Lounge and Suite branding initiatives, in collaboration with the Premium Project Manager.♦ Document and archive all guest and account holder feedback, ensuring that any negative remarks are promptly reported and recorded for future analysis and continuous improvement.♦ Upsell F&B offerings to the client.♦ Co-ordinate with F&B Department on Concession benefits, ensuring benefits are active and revenue maximized.♦ Re-allocation of account holder tickets as and when required.♦ Manage account holder staff accreditation on Event Days.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">◆ Ensure that the partner suite experience is fully optimized and appropriately utilized.◆ Management of other key accounts as deemed appropriate by the HOD.◆ Account Management cover on Event Days.◆ Collaborate with the Commercial Department to ensure clear and consistent alignment on goals, timelines, and key partner expectations.◆ Assist in the preparation and execution of commercial agreements related to premium services, and maintain oversight of all deliverables tied to those agreements.◆ Ensure clear and consistent communication with the commercial department to align on key objectives and initiatives.
Stakeholder/Client Management	<ul style="list-style-type: none">◆ Always represent ASM Global in a professional and positive manner.◆ Work closely with relevant stakeholders and clients to lead, develop and maintain effective working relationships.◆ Attend meetings with suite holders/ as and when required.◆ Cultivate and maintain positive relationships with all premium guests/ suppliers and clients.◆ Engage in proactive and personalized interactions to enhance guest satisfaction and loyalty.
Event Days	<ul style="list-style-type: none">◆ Ensure you are on time and contactable for any issues on event and non-event days.◆ Conduct spot checks ensuring the suite holders' preferences and instructions have been completed.◆ Ensure all areas are complying to all HACCP & Coca-Cola Arena wide policies◆ Networking with account holders to ensure customer retention.◆ Conflict management with all Premium guests.◆ Management of guest surveys.◆ Ensure dress code is always professional and modest.◆ Ensure that Premium zone SOPs are followed.
Quality Assurance	<ul style="list-style-type: none">◆ Ensure you are up to date with relevant technical information, best practice, HACCP and compliance and regulatory requirements.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">◆ Be familiar with and implement all QA requirements in areas of your responsibility and advise Premium Live HOD of any non-compliances.◆ Assist with writing, updating, implementing Premium guest surveys to ensure customer satisfaction.
Health & Safety	<ul style="list-style-type: none">◆ Co-operate and co-ordinate 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 of 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 Premium Live / any member of the Executive Team.

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



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GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
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 Premium Live. ◆ 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 ◆ Contact Director of Services for anything urgent
Other	<ul style="list-style-type: none"> ◆ Perform other duties as directed by the Head of Premium Live. ◆ 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 Business, Marketing, or any related field.		✓
Experience	Degree or certification in Business, Hospitality Management, Marketing, or any related field. Minimum 3-5 years' experience in similar role in Account Management, Sales and Commercial Client servicing Previous experience in the UAE, preferably in the hospitality industry. Experience in providing first class/ premium hospitality experience. Excellent oral and written communication skills Previous experience in events Fluent in English	✓ ✓ ✓ ✓ ✓	✓



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	Fluent in Arabic		
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.	✓	
	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.

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Consultant's Name

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Venue: Coca-Cola Arena

Consultant's Signature

Date: