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FREELANCER POSITION DESCRIPTION

POSITION TITLE: Retail Merchandise Specialist

Department: Event Operations

Reporting to: Associate Director of Event Services

Grade: N/A

Date approved: August 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 Retail & Promotions Manager is responsible for the strategic oversight of the merchandise division, with a specific focus on driving revenue through creative marketing campaigns, bundle development, promotional pricing strategies, digital sales growth, and in-market promotional activations. This role is commercially focused and requires a data-driven mindset combined with strong marketing and merchandising sensibility.

This role will be required to work closely with internal stakeholders such as Ticketing Lead, Marketing Lead and Sports Account Manager along with key external stakeholders including Dubai Basketball, Coca-Cola and various promoters and clients.

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Commercial Strategy & Marketing	<ul style="list-style-type: none">◆ Develop and execute commercial strategies to grow merchandise revenue across digital and physical channels.◆ Plan and implement marketing campaigns focused on bundles, limited-time promotions, and special offers including potential for 'pop up stores' within the venue.◆ Collaborate with design and content teams to ensure merchandise marketing aligns with brand positioning and campaign calendars.◆ Ensure that all product merchandising, guest facing communication and spaces within the public areas of the venue reflect brand values and are used to optimum effect to maximize financial return for all relevant stakeholders.◆ Manage all aspects of visual merchandising (layout, displays, color, sound, space, signage, technology etc.) to enhance appeal and improve customer experience.◆ Keep up to date with market trends.
Promotional Planning & Execution	<ul style="list-style-type: none">◆ Create and implement a merchandise promotion plan in collaboration with Marketing & Ticketing teams for event/non-event days and online.◆ Design and manage merchandising promotions around key dates, events, or product drops / launches.◆ Coordinate with internal and external partners to activate in-market promotions that drive visibility and conversion.◆ Monitor effectiveness of promotions and iterate based on performance data.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Pricing & Product Bundling	<ul style="list-style-type: none">◆ Create pricing frameworks that balance competitive positioning with revenue optimization.◆ Develop bundled merchandise offerings to drive higher basket size and customer value.◆ Regularly review market trends, customer behavior, and sales data to refine pricing strategies.
Financial Analysis & Sales Performance	<ul style="list-style-type: none">◆ Own and monitor merchandise sales performance dashboards and KPIs.◆ Conduct financial analysis to assess ROI of campaigns, bundles, and promotional activities.◆ Forecast sales projections and develop revenue targets in collaboration with the Associate Director of Event Services and Finance team.◆ Identify strategies to maximize profits through sale of merchandise.◆ Assist with the setting of strategy and annual budgets.◆ Analyse and report performance KPIs per event and suggest improvements/ action planning, if required.
Digital Sales Optimization	<ul style="list-style-type: none">◆ Collaborate with ticketing and digital marketing teams to optimize the online merchandise 'store' experience.◆ Use analytics to identify growth opportunities across digital platforms.◆ Ensure product listings, bundles, and promotions are optimized for conversion and searchability.
Cross-functional Collaboration	<ul style="list-style-type: none">◆ Work alongside the Merchandise Assistant Manager and support departments to ensure seamless coordination between commercial initiatives and operational delivery.◆ Collaborate with event, finance, marketing, and digital teams to align merchandise efforts with broader business objectives.
Quality Assurance, Compliance & Effectiveness	<ul style="list-style-type: none">◆ Ensure you are familiar with and implement all QA requirements and advise of any deviations or required alterations.◆ Comply with legislation and company policy.◆ Ensure adequate control measures for risks are maintained.◆ Understanding and commitment of staff to policies, processes and procedures.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">◆ Maintain current knowledge of relevant technical information, best practice, compliance and regulatory changes.◆ Effective corrective and preventive actions to maintain efficient processes.◆ Drive continual improvement of processes and procedures.
Health, Safety and Environment	<ul style="list-style-type: none">◆ Current working knowledge of operations, associated hazards and controls.◆ Possess an up-to-date knowledge of Coca-Cola Arena Work Health and Safety Act, Environmental Protection Act, and any associated regulations, local laws, standards, codes or practice or guidelines.◆ Ensure resources and processes are available and used in relation to minimize HSE risks, and receiving and responding to information about HSE incidents, hazards and risks in a timely manner.◆ Be fully aware of the fire and emergency evacuation procedures.◆ Be familiar with the location of emergency exits and fire-fighting equipment.◆ Participate in the management of any incident or emergency as directed by the nominated warden.◆ Report all incidents to your manager and HSE personnel

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



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GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">◆ 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 Associate Director of Event Services.◆ 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 Associate Director of Event Services.◆ Perform other reasonable duties as directed from time to time.◆ Be flexible and willing to undertake all tasks and activities.



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PERSONAL SPECIFICATIONS:

POSITION		ESSENTIAL	DESIRABLE
Qualifications	Degree or certification in Business Management or Marketing	✓	
Experience	Minimum 4-6 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, Arabic is preferable	✓ ✓ ✓ ✓ ✓	
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	✓	



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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: