



FREELANCER POSITION DESCRIPTION

POSITION TITLE: Assistant Event Manager

Department: Event Operations

Reporting to: Senior Events Manager

Grade: N/A

Date approved: July 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 plan and manage corporate and small-scale ticketed events.
- To provide event related duties and assist the assigned event managers during events.

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Event Operations	<ul style="list-style-type: none">◆ Assist the Operations Department to coordinate and execute event plans and assist with the service of all clients in the event planning process.◆ Assist with the development and implementation of event plans, accreditation, briefing sheets and other documentation as required.◆ Distribute inter-departmental paperwork required for the successful implementation of assigned events.◆ Plan, coordinate and manage small scale ticketed events under the supervision of one of the Events Managers.◆ Communicate both internally and externally with stakeholders to agree event staffing requirements such as, but not limited to security, hosts/ushers, event medical staff.◆ Check all reports related to assigned events ensuring appropriate follow up administration including event costing evaluations are captured and shared on time.◆ Under the supervision of the assigned Events Manager, assist the Operations Department on event days as required.◆ Attend event production meetings and deliver briefings for assigned events.◆ Participate in Operations Department training.◆ Understand and be efficient in all Event Operation procedures.◆ Participate in Emergency Management Training and be proficient with the Emergency Management Plan.
Administration	<ul style="list-style-type: none">◆ Assist the Operations Department with administrative duties as required.◆ Raise purchase orders for supplies where required.◆ Request quotes from suppliers.◆ Assist in revising the department SOPs



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Workplace Health and Safety	<ul style="list-style-type: none">◆ Compliance with company WHS policies: self/ staff/suppliers/contractors/clients.◆ All incidents/accidents are promptly reported and all corrective action to policies or practices implemented immediately on approval.
Systems & Procedures	<ul style="list-style-type: none">◆ Follow all Coca-Cola Arena policies and procedures and departmental service standards.◆ Maintain integrity of the Momentus Elite System, and client, stakeholder, and supplier CRM databases.◆ 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.◆ Meet regularly with key focal points from the owner.◆ Report any serious issues or concerns with the owner to the Senior Event Manager.



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GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none"> ◆ 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 Senior Event Manager. ◆ 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 2 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 will be a plus	✓ ✓ ✓ ✓ ✓	
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	✓	
	Friendly and amicable personality.	✓	



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Personal Qualities	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.

© ASM Global	Consultant's Name	Department:
Venue: Coca-Cola Arena	Consultant's Signature	Date: