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JOB DESCRIPTION

POSITION TITLE: CRM & Analytics Specialist

Department: Marketing

Reporting to: Digital Marketing Specialist

Grade: N/A

Date approved: May 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 drive marketing data informed decision by managing and analyzing data related to ticket sales trends, campaign performance and customer behavior. The role ensures high data accuracy and delivers meaningful insights to increase ticket sales, improve customer engagement, and support strategic sponsorship and marketing efforts.

AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
Marketing & Campaign Analytics	<ul style="list-style-type: none">◆ Analyze marketing campaign data across digital platforms (social media, email, paid search).◆ Segment audiences based on behavior, demographics, and purchase patterns.◆ Track ticketing portal performance (traffic, bounce rate, conversions, API) and provide improvement insights.◆ Extract and synthesize data from digital marketing tools (Meta, Google Ads, email systems).
Ticketing & Customer Experience Insights	<ul style="list-style-type: none">◆ Monitor and analyze ticket sales trends by event, category, and demographic.◆ Coordinate with Ticketing Team to assess historical trends and predict demand.◆ Work with the Quality Team to evaluate customer feedback and survey responses.◆ Identify fan loyalty opportunities through behavioral metrics (e.g., repeat visits, birthdays).◆ Support pricing decisions with real-time and historical trend analysis.◆ Assist Marketing team in targeting campaigns and ads based on customer behavior trends and other insights.
Data Integration & Management	<ul style="list-style-type: none">◆ Manage automated marketing triggers, such as birthday notifications with personalized ticket offers, interest based follow-up emails based on browsing or purchase activity.



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AREAS OF RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">◆ Ensure accurate targeting by validating segmentation and communication rules.◆ Monitor and analyze sponsorship lead pipelines and proposal conversion rates.◆ Oversee the quality, structure, and consistency of marketing and customer data.◆ Integrate data from various platforms (CRM, ticketing, social media, surveys) into usable formats.◆ Maintain centralized dashboards and standardized reporting tools.◆ Analyze data from sports, corporate and live events.
Sponsorship & Commercial Data Support	<ul style="list-style-type: none">◆ Monitor sponsorship lead pipelines and analyze proposal conversion rates.◆ Provide data to support partnership and commercial objectives.◆ Assist in aligning CRM and marketing analytics to support sponsorship activations and reporting.

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



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GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">◆ 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 Head of Content (dotted line to Digital Marketing Specialist).◆ 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 Assets for anything urgent
Other	<ul style="list-style-type: none">◆ Perform other duties as directed by the Head of Content and Digital Marketing Specialist.



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GENERAL RESPONSIBILITY	PERFORMANCE STANDARDS
	<ul style="list-style-type: none">◆ 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	Bachelor's degree in Marketing, Data Science, Business Analytics, or a related field		✓
Experience	Minimum 2 year's experience in similar role Previous experience in the UAE, preferably in the event industry Experience working with digital marketing tools and CRM platforms (Meta, Google Analytics, Salesforce, HubSpot) Proficient in Excel, Power BI, or similar visualization tools Excellent oral and written communication, analytical and organizational skills Attention to detail and a proactive, insight-driven mindset. 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	Employee Name:	Department: Marketing
Venue: Coca-Cola Arena	Employee Signature:	Date: