



DATE	3 March 2025		
DEPARTMENT	SALES	POSITION	Sales Manager – Special Events

Job Summary:

The Sales Manager – Special Events is responsible for generating revenue through corporate buyouts, brand partnerships, product launches, fashion shows, and private events at Al Habtoor Theater with a capacity of 1,200-seat. This role requires a dynamic individual with a strong background in event sales, entertainment, and luxury experiences, who can identify and secure high-value business opportunities, build relationships with key stakeholders, and manage the end-to-end sales process from lead generation to event execution.

Key Responsibilities:

- Develop and implement a sales strategy to drive revenue from special events, corporate buyouts, and brand activations.
- Identify and secure new business opportunities with corporates, luxury brands, and event agencies.
- Conduct sales calls, site inspections, and presentations to position Al Habtoor Theater as a premier venue for special events.
- Build and maintain strong relationships with event planners, PR agencies, luxury brands, and key decision-makers.
- Negotiate contracts and pricing to ensure profitability while delivering high-end, customized event experiences.
- Develop tailored event proposals that align with client objectives, delivering unique and immersive experiences at Al Habtoor Theater.
- Oversee all aspects of event logistics, including venue setup, branding, ticketing, and VIP hospitality.
- Ensure all events meet Al Habtoor Theater brand standards and operational feasibility.
- Collaborate with Operations, Technical, F&B, and Marketing teams to ensure flawless event execution

Market Analysis & Reporting:

- Stay informed on industry trends, competitor activities, and emerging opportunities in the event's sectors.
- Provide sales forecasts, pipeline updates, and post-event reports to the Director of Sales.
- Maintain an updated database with client interactions, contracts, and event details for tracking and analysis

Qualifications & Experience:

- Bachelor's degree in Business, Marketing, Event Management, or Hospitality.
- 3–5 years of experience in event sales, entertainment, or luxury hospitality.
- Proven success in selling high-value special events, luxury experiences, and corporate buyouts.
- Strong negotiation, presentation, and relationship management skills.
- In-depth knowledge of the UAE luxury and corporate event market.
- Proficiency in CRM software and Microsoft Office Suite.

Preferred Skills:

- Experience in luxury events, brand activations, and high-profile private events.
- Established network of corporate and event industry contacts in the UAE.
- Multilingual abilities (Arabic, French, or Mandarin) are an advantage.

Work Environment & Schedule:

- Based in Dubai, with a mix of office work, client meetings, and on-site event coordination.
- Flexible schedule, including evenings, weekends, and holidays as required for event execution.