



<b>DATE</b>	3 March 2025		
<b>DEPARTMENT</b>	SALES	<b>POSITION</b>	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 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.
- Fluency in English is required; additional language (Arabic) is a plus.

### **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.