

Concessions Manager

Purpose

The Concessions Manager is responsible for the strategic planning, operational oversight, and commercial performance of all food & beverage and retail concessions across the stadium. Where concessions services are delivered through outsourced concessionaire(s)/catering partners, the role acts as the primary internal owner of that relationship, ensuring contracted operators meet agreed service, quality, and revenue standards. The Concessions Manager is accountable for ensuring fans receive a consistently high-quality experience at every point of sale, that concessions operations run smoothly across matchdays and non-event periods, and that all activities comply with food safety, hygiene, and regulatory requirements. The role works closely with Events, Operations, Finance, and external operators to integrate concessions seamlessly into the broader stadium experience.

Key Responsibilities

Concessionaire / Vendor Management

- Act as the primary relationship owner for outsourced concessionaire(s) and catering/retail partners operating within the stadium.
- Manage day-to-day vendor performance, resolve service issues, and chair regular operational and commercial review meetings.
- Lead contract management activities, including renewals, amendments, and renegotiations, in coordination with Procurement and Legal.
- Monitor and enforce SLAs, KPIs, and revenue-share or commission arrangements as defined in concessionaire agreements.
- Manage multiple concurrent operational priorities across matchdays, concerts, MICE programs, private events, and non-event-day activations, ensuring concessions readiness and service continuity across a 360-day active venue calendar.
- Lead detailed concessions planning and scheduling for all event formats, including outlet activation plans, staffing readiness, stock planning, service delivery requirements, and event-specific operational adjustments.
- Maintain a hands-on operational presence during events, identifying issues quickly and implementing corrective actions to minimize disruption to service, guest experience, and revenue performance.
- Oversee concessionaire performance against contractual scope, service obligations, commercial terms, inclusions/exclusions, and agreed deliverables, ensuring accountability and protection of venue interests.

- Build strong working relationships with both internal and external catering and concession partners, ensuring operator standards are effectively aligned with venue expectations and local market requirements.
- Support the curation and delivery of stadium event-specific food and concessions programmers, tailoring concepts, menus, service models, and operational plans to the nature of each event and the venue's available resources.

Event-Day and Operational Management

- Plan and oversee concessions readiness for all matchdays and events, ensuring stand layouts, staffing levels, and product availability match anticipated attendance and demand.
- Conduct pre-event walkthroughs and post-event debriefs with operators to identify and resolve operational issues.
- Ensure consistent service standards across all concession outlets, including food stands, beverage points, and retail/merchandise kiosks.

Revenue and Commercial Management

- Review and optimize concession menus, product assortments, and pricing strategies to ensure strong commercial performance, operational feasibility, quality standards, and alignment with guest expectations.
- Drive continuous improvement in food and beverage offerings through analysis of customer demand, sales performance, event profiles, and market trends.
- Support the development of creative concession concepts, promotions, and event-specific offerings that enhance revenue generation and the overall guest experience.
- Drive concessions revenue performance, including per-capita spend, sales mix, and pricing strategy, in coordination with operators.
- Analyze sales data and reporting from operators to identify trends, underperformance, and growth opportunities.
- Manage the concessions budget and monitor financial performance against targets.

Food quality, Safety, Hygiene, and Compliance

- Ensure food and beverage offerings meet expected standards for quality, taste, presentation, consistency, and suitability for the event audience and venue brand positioning.
- Challenge operators to continuously improve product quality, menu relevance, and service delivery in line with guest expectations and commercial objectives.

- Ensure all concession operations comply with food safety and hygiene standards, including relevant Saudi Food and Drug Authority (SFDA) requirements and HACCP principles.
- Oversee regular health, safety, and hygiene audits of concessionaire operations and equipment.
- Ensure operators maintain valid licenses, permits, and certifications required to operate within the stadium.

Customer Experience

- Champion the end-to-end visitor and guest experience across all concession touchpoints, ensuring food and beverage offerings, service flow, queue management, and outlet presentation align with the overall stadium and event experience.
- Monitor customer preferences, service feedback, and operational observations to identify improvement opportunities and enhance guest satisfaction across general admission, hospitality, premium, and private event environments.
- Ensure concession offers and service standards are tailored appropriately to the audience profile, event format, and venue positioning.
- Monitor and improve the fan experience at concession points, including queue management, service speed, and product quality.
- Manage fan feedback and complaints related to concessions, working with operators to implement corrective actions.
- Support the integration of concessions with broader stadium hospitality and premium experience offerings.

Inventory, Supply Chain, and Equipment

- Oversee inventory planning and stock management practices of concessionaires to minimize wastage and stockouts during events.
- Ensure concession equipment, fixtures, and infrastructure are maintained, serviced, and fit for purpose, coordinating with Facilities/Engineering as needed.

Workforce Planning

- Ensure concessionaires maintain adequate, trained, and appropriately licensed staffing levels for events of varying scale.
- Oversee training standards for concessions staff related to service quality, hygiene, and customer interaction.

Stakeholder Engagement and Reporting

- Collaborate closely with internal departments and external operators to ensure concessions operations are fully integrated into the broader event delivery plan, including stadium events, MICE activity, hospitality functions, and private events.
- Provide operational and commercial insight to support planning decisions, service enhancements, and long-term development of the stadium's concessions program.
- Liaise with Events, Operations, Security, Finance, and Marketing to align concessions planning with overall event and stadium requirements.
- Provide regular reporting to the Director on concessions performance, vendor compliance, financial results, and improvement initiatives.

Minimum Education and Experience

- Bachelor's degree in Hospitality Management, Business Administration, Food & Beverage Management, or a related field.
- Minimum 6–8 years of experience in food & beverage, concessions, or retail operations management, with significant exposure to high-volume venues such as stadiums, arenas, or convention centers.
- Demonstrated experience managing outsourced concessionaires, catering partners, or similar contracted service providers, including commercial and SLA management.
- Strong knowledge of food safety and hygiene standards, including relevant local regulatory requirements (e.g., SFDA).
- Experience planning and executing event-day operations in high-volume, time-sensitive service environments.
- Strong financial acumen, including budgeting, P&L management, and revenue forecasting.
- Strong leadership, vendor negotiation, and stakeholder management skills.
- Fluency in English required; Arabic is an advantage.