aramco stadium

JOB DESCRIPTION

Senior Hospitality Lead

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1. JOB DETAILS

Job Title (EN):	Senior Hospitality Lead
Job Title (AR):	قائد أول الضيافة

2. JOB PURPOSE

Lead the strategic and operational delivery of premium hospitality account management across Aramco Stadium's premium portfolio, including the premium lounges, VIP Suites, and premium event experiences. The role is the primary relationship owner for premium hospitality clients after the sales process and the central liaison between OVG Premium Sales, OVG Food and Beverage, Stadium Operations, Al-Qadsiah, and hospitality customers. Using Salesforce as the primary CRM platform, the role oversees client onboarding, premium guest servicing, event by event hospitality planning, VIP management, guest satisfaction measurement, service recovery, and renewal strategies so that every hospitality guest receives a seamless, world class experience from first contact through post event engagement, while driving retention, loyalty, and incremental revenue growth.

3. RESPONSIBILITIES

Premium Account Management

Lead premium hospitality relationships after contract execution, develop long-term relationships with suite holders, corporate partners, and hospitality members, act as a point of contact for premium clients, deliver annual account reviews and renewal planning, identify growth and upsell opportunities, manage client retention programmes, and ensure contractual hospitality obligations are fulfilled.

Hospitality Operations and Event Delivery

Lead hospitality planning and delivery for the premium hospitality lounges, VIP, Executive, and Boardroom Suites, premium concert hospitality, international events, and corporate hospitality programmes, covering capacity planning, guest management, service design, matchday readiness reviews, operational coordination, and service recovery, and act as the senior escalation point before, during, and after all events.

VIP and Protocol Experience Management

Manage hospitality services for government officials, royal protocol guests, club executives, sponsors, board members, international guests, and commercial partners, and ensure the relevant protocol requirements are always met.

CRM and Hospitality Planning

Own Salesforce as the system of record for premium hospitality clients, maintaining accurate account, entitlement, VIP profile, service case, and reporting data, and lead the structured pre-event planning cycle that takes each event from initial forecasting to final readiness in event week.

Food and Beverage Coordination

Act as the primary hospitality contact for OVG Food and Beverage, covering attendance forecasts, menu review and approval, dietary requirement management, service standard monitoring, and post event catering reviews, and working closely with catering leadership to maintain premium hospitality standards.

Guest Feedback and Customer Insight

Lead the hospitality guest feedback programme through Salesforce and Merkle, including post event surveys, satisfaction scoring, NPS measurement, sentiment analysis, complaint investigations, and service recovery programmes, and translate guest feedback into actionable improvement plans.

Stakeholder Management

Develop strong working relationships with OVG Premium Sales, OVG Food and Beverage, Al-Qadsiah, Stadium Operations, Guest Services, Security, Ticketing, Parking and Transport, Event Managers, Finance, and commercial sponsors, and represent hospitality requirements across all stadium operational planning forums.

Team Leadership and Continuous Improvement

Lead, coach, and develop the hospitality team, including event basis hospitality hosts, through clear performance expectations, regular performance reviews, and structured training and onboarding programmes. Establish hospitality operating procedures and service standards, build a culture of service excellence, and champion continuous improvement across premium hospitality operation.

4. TASKS

Lead premium hospitality relationships after contract execution and serve as the senior point of contact for suite holders, corporate partners, and hospitality members.

Deliver annual account reviews and renewal planning meetings, manage client retention programmes, and identify account growth and upselling opportunities.

Ensure all contractual hospitality obligations and entitlements are tracked and fulfilled by every premium client.

Lead hospitality planning and delivery for the premium lounges, VIP Suites, Executive Suites, Boardroom Suites, premium concert hospitality, international events, and corporate hospitality programmes.

Conduct capacity planning, guest management, hospitality service design, matchday readiness reviews, and operational coordination for each event.

Lead the guest arrival experience, accreditation, VIP movements, ticket fulfilment, guest communications, lounge operations, suite servicing, valet parking, and special guest arrangements on event days.

Act as the senior hospitality escalation point during all events and manage service recovery when standards are not met.

Manage hospitality services for government officials, royal protocol guests, club executives, sponsors, board members, international guests, and commercial partners in line with protocol requirements.

Launch hospitality planning prior to each event with attendance forecasting and guest communication, confirm catering, dietary, and premium package requirements four weeks prior, and complete ticket allocation, parking allocation, and VIP confirmation two weeks prior.

Lead final operational readiness checks, stakeholder meetings, and hospitality briefing sessions during event week.

Act as the business owner for hospitality activities in Salesforce, covering customer account management, entitlement tracking, event planning workflows, service case management, VIP guest profiles, reporting dashboards, and customer journey tracking.

Ensure all hospitality interactions are accurately recorded in Salesforce and that dashboards and reports are maintained for management review.

Act as the primary hospitality contact for OVG Food and Beverage, providing attendance forecasts, reviewing and approving menus, managing dietary requirements, monitoring service standards, and leading post event catering reviews.

Lead the hospitality guest feedback programme through Salesforce and Merkle, including post event surveys, customer satisfaction scoring, NPS measurement, and customer sentiment analysis.

Investigate complaints, run service recovery programmes, and translate guest feedback into actionable improvement plans.

Represent hospitality requirements in stadium operational planning forums and coordinate with OVG Premium Sales, Al-Qadsiah, Stadium Operations, Guest Services, Security, Ticketing, Parking and Transport, Event Managers, and Finance.

Establish hospitality operating procedures and service standards, champion continuous improvement, and build a culture of service excellence across premium hospitality operation.

5. EDUCATION

1. Bachelor's degree in hospitality management, business administration, tourism, or a related discipline, or equivalent relevant professional experience, is required.
2. Recognized professional qualifications in hospitality, customer experience, or account management are preferred.

6. EXPERIENCE

1. Minimum of seven years of hospitality, premium service, or account management experience in sports, entertainment, venue, hotel, aviation, or premium guest environments.
2. Proven experience managing VIP and corporate client relationships, leading operational teams, working within CRM systems, and managing service recovery and customer complaints.
3. Stadium or arena experience, premium hospitality experience, Salesforce CRM, ticketing systems, customer insight platforms such as Merkle, Qualtrics, or Medallia, and experience supporting major events, concerts, or international sporting events are preferred.

7. BEHAVIORAL COMPETENCIES

1. Builds strong customer relationships and delivers customer centric solutions. For example, anticipates the needs of premium guests, acts on feedback and complaints quickly, and designs the hospitality experience around what suite holders, VIPs, and partners value most.
2. Builds partnerships and works collaboratively with others to meet shared objectives. For example, works openly with OVG Premium Sales, OVG Food and Beverage, Stadium Operations, and Al-Qadsiah, shares information readily, and resolves cross functional issues constructively.
3. Provides direction, delegating and removing obstacles to get work done. For example, sets clear priorities and expectations for the hospitality team, delegates appropriately, monitors progress and results, and intervenes to remove roadblocks on event days.
4. Rebounds from setbacks and adversity when facing difficult situations. For example, stay calm and professional under event day pressure, manage service failures and demanding guests with discretion, and maintain service standards through long and high intensity event periods.

8. SKILLS

1. Applies strong working knowledge of Salesforce CRM, customer insight platforms, and Microsoft 365 to manage accounts, entitlements, service cases, and reporting dashboards.
2. Plans and coordinates premium hospitality operations for major events, applying event planning, project management, and process improvement disciplines.
3. Builds and retains premium client relationships, identifies upsell opportunities, and communicates clearly and persuasively with senior stakeholders and VIP guests.
4. Interprets guest satisfaction, NPS, and service data and translates findings into practical improvements to the hospitality experience.