

# Position Specification

## Corporate Relation Manager



**Location:** Riyadh - HQ

**Reports to:** Director of Corporate Relations and Events

**Direct Reports:**

- 20 Direct Reports
- 8 Indirect Reports

Qiddiya will be the Kingdom of Saudi Arabia's pre-eminent entertainment destination.

Backed by the Saudi Public Investment Fund (PIF), Qiddiya will provide a range of entertainment, sporting and cultural facilities, and will be built 40km from downtown Riyadh. It will cover a total area of 334 km<sup>2</sup>, with Phase 1 expected to be launched in 2022.

Qiddiya is formed of three distinct entities:

**Qiddiya Holding Company (QIC):** A wholly owned subsidiary of PIF, this holding company is responsible for maintaining and managing all Qiddiya investments and for the overall development and expansion of the Qiddiya brand.

**Qiddiya Development Company (QDC):** Provides full development and execution services for QIC's investments and portfolio companies.

**Qiddiya Operating Company (QOC):** Responsible for the ownership and day-to-day operations of all individual portfolio companies.

### **Position Summary**

The primary role of this function is to manage and operate the Qiddiya Visitor Experience Centre, however the role could expand in the future to include other brand 'touch points' such as Call Centre management and Hospitality.

# Position Specification

## Corporate Relation Manager



### **Key Responsibilities**

#### **Technical**

##### **Delegations & Visitors**

- To manage the development of a Visitor Centre, including necessary resources, processes and staffing.
- To develop a process for centralizing delegation requests, filtering and identifying relevant Qiddiya counterparts, operational requirements, presenter availability and post meeting reporting.

##### **VIP Protocol**

- Recruit and train a professional protocol team for handling Royal Court, Government, VIP and relevant liaison.
- Develop processes for Corporate Event support in relation to Protocol.

##### **Hospitality**

- Drive the Qiddiya Brand Experience by ensuring that the brand is reflected throughout the Experience Center campus.
- Supervise the Reception to ensure that it reflects the quality and principles of Qiddiya.
- Develop processes and policies for hospitality staff and arrangements in meeting rooms and guest areas.

##### **Strategic**

- To develop processes and procedures for delegations.
- To develop Qiddiya protocol guidelines and strategy.

##### **Leadership**

- To manage the day-to-day operations of the Visitor Experience Centre and ensure optimum functionality and efficiency, which include the setting of objectives, performance management and development.
- To successfully identify and implement changes where necessary.

##### **QHSE**

- Support Quality Health and Safety Environment (QHSE) activities, policies and objectives of Qiddiya and compliance with the laws and regulations of Saudi Arabia. This includes participating (when requested) in QHSE audits, office inductions, incident reporting and review of QHSE performances as applicable.

# Position Specification

## Corporate Relation Manager



### **Required Skills & Experience**

- Bachelor's degree in Business Administration or related.
- Master Degree in Management or related field desirable
- Minimum of 8 – 10 years' experience in a senior position.

### **Personal Characteristics for Success**

- Strong effective communicator in writing, business presentations and in interpersonal communication.
- Highly developed, demonstrated teamwork skills.
- Demonstrates a high degree of confidentiality in interpersonal interaction.
- Exhibits an unusual degree of common sense in working with co-workers and the executive team.
- Demonstrated ability to increase productivity and continuously improve methods, approaches, and departmental contribution while remaining cost-sensitive.
- Must exhibit a commitment to continuous learning.
- Demonstrated ability to see the big picture and provide useful and strategic advice and input across the company and on the senior executive team.
- Ability to lead in an environment of constant change.
- Experience working in a flexible, employee empowering work environment. Structured or large company experience will not work here.