

## **POSITION: DIRECTOR GENERAL OF MENALAC**

### **ABOUT THE COUNCIL:**

MENALAC, Middle East and North Africa Leisure & Attractions Council, is a non-profit Trade Council representing the Leisure, Amusement & Attractions Industry in the Middle East and North Africa region.

Set up under the aegis of the Dubai Chamber of Commerce and Industry and the Dubai Association Centre, MENALAC is the region's recognized trade council representing Theme Parks, Visitor Attractions, Water Parks, Family Entertainment Centers, Location based Entertainment Facilities and the like.

Since its formation in 2014 and registration in 2016, MENALAC today has 120 Members in good standing, representing 870+ leisure, entertainment & attraction operations and 270+ Brands from 27 Countries.

The council is the industry's platform to promote safe operations, regional development, professional growth and commercial success of the amusement industry and to be an indispensable resource for its members.

### **THE POSITION:**

We are on the lookout for a **Director General** to be based at our Secretariat Office in Dubai, UAE and have the Executive Management responsibility for the affairs of the Council. The Director General will provide leadership and oversee all activities of the Council, as directed and approved by it's Board of Directors, and will serve as:

- A non-voting member on the Board of Directors
- Act as the liaison between the Board of Directors, and the various committees of the Council such as the Safety Committee, Events & Education Committee, Manufacturers & Suppliers Committee, Membership Committee and Finance Committee
- Direct the Activities of the Council with the support of its administration team.

### **OVERALL JOB DESCRIPTION AND RESPONSIBILITIES:**

The Director-General is the public face of the Council and will be responsible for the Council's Secretariat leadership and giving direction and clarity to the Council's strategic development.

The Ideal candidate's responsibilities will include and not be limited to the following:

- Acting as the Ambassador of the Council in meetings with leading figures in the Government as well as Private Sector, including Development Agencies as well as Regulatory Bodies

- Raising the visibility and maintaining a high reputation of MENALAC across the MENA Authorities and Government departments, making it the go-to platform for authorities and legislators to consult, collaborate, draft and propagate their policies and regulations to the industry
- Raising the profile of the Council through New Program Development and managing the planning and delivery of the organization's established programs and activities to a high standard of performance, in the best interests of the Council and its members, while also aiming to attract new members.
- Develop and implement the Council's Annual Business Plan in consultation with the President, Vice President and Treasurer of the Council to support the Association's Strategic Plan
- Developing and managing the operating and capital budgets in accordance with Council's fiscal policies
- Directing and implementing the development of a regional legislative and regulatory agenda that protects the industry and the Council.
- Creation, development and implementation of the Council's Educational and Professional Development Programs to ensure industry operational excellence.
- Recruiting, motivating, and retaining staff in accordance with Council's human resources guidelines.
- Promoting awareness of MENALAC and increasing its revenue through new memberships across all MENALAC jurisdiction countries.
- Promoting Partnerships and Affiliations with other international trade associations and councils.
- Act as the official spokesperson to the media, legislative and regulatory bodies, and members to effectively represent, protect, and promote the industry.
- Devising and overseeing the production, implementation and deliverance of the Council's Events, Tradeshows, Trade Summits, Educational Initiatives and Conferences as suggested and planned by the Council's Events and Education Committees.
- Managing and Developing a Membership Marketing & Development Strategy that ensures a stable and growing membership base and delivers value to the members.
- Creating and promoting new initiatives that will offer members networking and growth opportunities
- Developing new initiatives for expanding the membership base of the council.

## **DESIRED SKILLS AND ABILITIES**

- Ability to establish credibility quickly, particularly in new areas of influence;
- A consultative and facilitative style with the ability to influence others where appropriate;
- Excellent interpersonal skills;
- Ability to provide direction and leadership in a way that inspires confidence and commitment and encourages ideas, innovation and initiative from others;
- Ability to demonstrate authority, commitment, consistency and fairness;

- Ability to think clearly and analytically, grasp complex issues and develop sound judgments in a sensitive environment;
- Strong influencing and negotiating skills
- Lead, develop and participate in partnerships and strategic alliances;
- Robust and comfortable with operating in a challenging environment;
- Committed to the efficient and effective management of financial resources and staff
- Should be willing to Travel the MENA region and other parts of the world to meet the goals of the Council

#### **DESIRED QUALIFICATIONS AND EXPERIENCE:**

- The Ideal Candidate should have at least **10 years** of experience in a Senior Administrative Role within a Trade Association or Council or Governmental Organization or NGO or Corporate Organization or in the Leisure & Entertainment Industry.
- A Masters or Higher Qualification from a recognized institution is desired. A Bachelor's qualification with suitable experience in a similar role will be considered.
- Strong Communication Skills in English is vital.
- Ability to converse in Arabic and/or French can will be an added advantage.
- Strong understanding of the MENA Region
- Knowledge of the MENA and/or Global Leisure and Entertainment Industry will be an advantage.

If you are the ideal candidate, please email your CV in confidence to [HR@MENALAC.ORG](mailto:HR@MENALAC.ORG).