

## Job Description

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**Job Title:** Place Shaping Executive

(c. £35k dependent on experience)

Department: Place

Line Manager: Head of Place Shaping

Direct Reports: n/a

Location: Onsite, 80-81 St Martin's Lane, London WC2N 4AA

Hours: Full-time, 9:00am–5:30pm, Monday to Friday (some out-of-hours work required)

### Job Purpose

The Place Shaping Executive supports the delivery of high-impact projects and programmes aligned with the Heart of London's place-based Strategies. Focused on improving the West End's vibrancy, accessibility and sustainability, this hands-on role supports environmental and economic interventions, place-based research and events that bring the Place Shaping Strategy, Cultural Strategy, Evening & Night-Time Vision, and Net Zero Roadmap to life.

### Key Responsibilities

#### Place Shaping Delivery

- Provide project support on place-based projects that enhance the public realm, support the 24-hour economy, and foster cultural and environmental value.
- Contribute to research, data gathering and analysis to support decision-making and ensure a best practice approach. Support the planning, design and delivery of flagship schemes, pilots, and activation programmes.
- Help apply innovative technologies and approaches to improve place shaping outcomes.

#### Stakeholder Engagement

- Support collaboration on research, policy and projects with partners including Westminster City Council, GLA, TfL, other BIDs, landowners, and sector bodies.
- Support the planning and delivery of thought leadership activities, events and workshops.
- Help build relationships with local businesses, and stakeholders.
- Help align presentations, briefings and publicity material with brand and audience goals in liaison with marketing and communication teams.
- Support consultation, engagement, and permission processes.

#### Programme & Financial Management

- Support creation of robust project plans, risk registers, and delivery timelines.



- Support management of procurement and consultants, to ensure compliance.
- Support Project Lead in tracking budgets, working with the finance team to ensure accurate reporting.
- Support Project Lead in providing regular updates to the Head of Place Shaping, Senior Leadership Team and stakeholders.

### **Monitoring & Evaluation**

- Support the development and monitoring of KPIs and evaluation frameworks for Place Shaping.
- Report outcomes using data, user feedback, and visual documentation.
- Assist in building business cases and funding bids with impact evidence.
- Maintain comprehensive project documentation and share learning.

### **Person Specification**

#### **Essential**

- Experience in supporting public realm, placemaking, or urban improvement projects, research and events.
- Understanding of urban centre challenges including accessibility, the impact of new technology, sustainability, and public safety.
- Effective communicator with strong interpersonal skills.
- Creative and solution-oriented, attention to detail and with a passion for place shaping and the experience economy.

#### **Desirable**

- Experience with Business Improvement Districts, local authorities, or regeneration bodies.
- Knowledge of central London, particularly the West End.
- Familiarity with the evening and night-time economy, net zero urbanism, and/or arts-led regeneration.
- Experience in inclusive and community-led design and engagement processes.
- Knowledge of planning, licensing, and procurement in the public realm.
- Project management and organisational skills.

Please note that the above is not intended to be an exclusive or exhaustive list of responsibilities and personal specifications but an outline of the main areas. Please also note that the Company reserves the right to update the job description at its discretion.