

Job Description

Job Title: Urban Economy Manager

Department: Place

Line Manager: Head of Place Shaping

Direct Reports: n/a

Location: 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

A unique opportunity to shape the urban economy at the heart of London's West End, this role will deliver insight and expertise to ensure HOLBA continues to positively influence economic policy for the West End at all levels of Government, within an organization that is acknowledged as a thought leader on the evening and night-time economy and the creative industries sector. This role will be responsible for shaping policy positions, identifying partnerships and leading projects and initiatives that will enhance the area's commercial and cultural competitiveness.

Main Responsibilities

Policy & Strategic Development

- Lead development and delivery of a Growth Plan for the Heart of London area.
- Shape policy positions, for example, on business rates, high street vitality, creative and night-time sector eco-systems in support of a new West End international centre designation.
- Support evidence-led consultation responses, policy briefings, and advocacy materials on matters related to the West End economy.
- Monitor local/national economic and policy trends to identify opportunities or risks for West End businesses.
- Commission and manage external research to inform strategy and policy.
- Support the integration of economic thinking in planning and project processes.

Programme Delivery

- Manage projects and initiatives that support high street vitality, business growth, inward investment and innovation, with particular focus on the evening and night-time economy and creative industries sectors.
- Manage project budgets, plans, partnerships, and ensure measurable impact.
- Evaluate programme success and report outcomes to stakeholders.

Economic Insight & Research

- Lead research and insight on the West End economy and help deliver a greater understanding of the area's creative and night-time sector eco-systems and sector trends.
- Work with the Senior Data & Insights Manager to analyse area performance, including footfall, spending, audience and visitor trends and sectoral changes.
- Work with the Senior Data & Insights Manager to analyse real estate trends, such as thematic deep dives on land use, licensing, vacancy rates and investment.
- Assist in the development of tools, methodologies and analytical approaches to improve economic insight.
- Use data to inform programme evaluation and continuous improvement.

Stakeholder Engagement

- Build partnerships with businesses, landowners, national, regional and local government and agencies, and industry bodies.
- Plan and deliver thought leadership events on London's economic future.
- Represent Heart of London at forums and events, championing its economic vision.

Communications & Influence

- Provide economic insights to support campaigns, communications, and advocacy.
- Produce content for reports, newsletters, presentations, and briefings.
- Provide subject matter expertise on the West End economy.

Person Specification

Essential

- Experience in economic development, urban policy, or regeneration.
- Strong analytical skills and ability to translate data into strategic insights.
- Project or research delivery experience in multi-stakeholder environments.
- Skilled communicator with excellent writing and stakeholder management abilities.
- Self-motivated, organised, and capable of managing diverse priorities.

Desirable

- Knowledge of London's economy, especially central London or BID contexts.
- Familiarity with hospitality, culture, real estate, or retail sectors.
- Proficiency in data tools like GIS, Power BI, or Tableau.
- Experience in planning or delivering thought leadership content or events.

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.