

Job Description

Job Title: Urban Economy Manager c£50k (dependent on experience)

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

Want a unique opportunity to shape the urban economy at the heart of London's West End? The Urban Economy Manager works in partnership with business and across sectors to build economic resilience, drive innovation and investment, and promote sustainable growth. It is a strategic role, leading the delivery of an area-wide Economic Development Strategy, an economic insights function and economic development projects to enhance the area's commercial and cultural competitiveness.

Main Responsibilities

Economic Insight & Research

- Develop and manage an economic insights function focused on trends influencing the West End economy.
- Work with the Senior Data & Insights Manager to conduct economic and spatial research, monitor footfall, spending, vacancy rates, and sectoral changes.
- Lead the real estate reporting programme through thematic deep dives on land use, investment, and market performance.
- Assist in the development of tools, methodologies and analytical approaches to improve economic insight.
- Use data to inform programme evaluation and continuous improvement.

Policy & Strategic Development

- Support development and lead delivery of Heart of London's Economic Development Strategy.
- Shape policy positions on business rates, planning, high street vitality and a pro-growth agenda in support of a new West End international centre designation.
- Produce evidence-led consultation responses, policy briefings, and advocacy materials.
- Monitor local/national 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 Management

- Lead projects and initiatives that support business growth, inward investment, innovation, skills, and economic sustainability.
- Manage project budgets, plans, partnerships, and ensure measurable impact.
- Evaluate programme success and report outcomes to stakeholders.

Stakeholder Engagement

- Build partnerships with businesses, local authorities, landowners, and industry bodies.
- Lead roundtables, working groups, and collaborative initiatives.
- 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.
- Act as an internal and external ambassador and subject matter expert on the West End economy.
- Curate and deliver thought leadership events on London's economic future.

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.