

## Job Description

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### Job Title: Head of Place Strategy

**Department:** Place

**Reports to:** Deputy Chief Executive

**Direct Reports:** Place Projects Manager, Economic Development Manager, Senior Data & Insights Manager

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

**Hours:** Full-time, 9:00am–5:30pm (occasional out-of-hours work)

### Job Purpose

The Head of Place Strategy leads the strategic vision for Heart of London's Place agenda, covering economic development, placemaking, culture, sustainability, and the evening and night-time economy. The role ensures that initiatives support prosperity, cultural vibrancy, and a sustainable future for the West End.

They will lead a high-performing team, foster stakeholder partnerships, and align operational and strategic efforts with the Head of Place Management. Central to the role is developing integrated strategies that combine economic growth, cultural development, and environmental sustainability to ensure a thriving, inclusive urban centre.

### Main Responsibilities

#### Strategic Leadership

- Develop and deliver Heart of London's integrated Place Strategy.
- Promote evidence-led placemaking and urban enhancement.
- Secure funding through partnerships and external sources.
- Represent Heart of London in senior forums and policy networks.

#### Programme Management

- Oversee delivery of public realm projects and local growth programmes.
- Collaborate with councils, developers, and landowners on impactful urban interventions.
- Monitor programme performance, budgets, risks, and milestones.
- Ensure inclusive and sustainable design principles are embedded.

#### Team & Stakeholder Management

- Provide leadership across Place Strategy roles, ensuring strategic alignment.
- Line manage team leads, building a collaborative and high-impact culture.
- Work cross-functionally with internal teams (marketing, engagement, etc.).



- Forge strong relationships with key stakeholders—WCC, GLA, TfL, landowners, cultural institutions.
- Advocate for West End businesses in policy, planning, and infrastructure discussions.

### **Insight & Impact**

- Use data and research to shape strategy and measure outcomes.
- Lead or commission studies on footfall, business sentiment, public space use.
- Ensure insights are communicated and influence internal and board-level planning.
- Maintain strong reporting frameworks to support learning and accountability.

### **Person Specification**

#### **Essential**

- Demonstrable experience in place strategy, economic development, or urban planning.
- Skilled in managing multi-stakeholder, multi-funding programmes.
- Strong leadership and team development capabilities.
- Proven success building public/private/third sector relationships.
- Strategic, analytical, and clear communicator.
- Understanding of urban policy, placemaking, cultural planning, or sustainability.
- Experience shaping planning, licensing, or public realm policy.

#### **Desirable**

- Experience within a BID, local authority, or regeneration environment.
- Familiarity with London's West End and the forces shaping it.

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.