

# **CROYDON COUNCIL**

## **ROLE PROFILE AND PERSON SPECIFICATION**

**DIRECTORATE:**

Sustainable Communities, Regeneration and Economic

**DIVISION:**

Planning and Sustainable Regeneration

**JOB TITLE:**

**Urban Room Manager**

## ROLE PROFILE

|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Job Title:</b>                        | Urban Room manager                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Directorate:</b>                      | Sustainable Communities, Regeneration and Economic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Division:</b>                         | Planning and Sustainable Regeneration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Grade:</b>                            | Grade 15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Hours (per week):</b>                 | 36                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Reports to:</b>                       | Placemaking Team Leader                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Responsible for:</b>                  | Urban Room coordinators (up to 4 posts)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Role Purpose and Role Dimensions:</b> | <p>To manage the Croydon Urban Room project and its public programme, including management of up to 4 Urban Room coordinators; managing funding proposals and budget management for the project; overseeing day-to-day production, management and invigilation of the physical shopfront space; administrative duties; event and workshop production; exhibition curatorial research and support; space management; partnership liaison, management and outreach and stakeholder coordination, management and correspondence; general public enquiries and public engagement, development of seasonal programming including youth engagement; business outreach, managing budgets and fundraising – including development of funding strategy; production and management of graphic, verbal and written communication and marketing support, including digital content; monitoring &amp; evaluation. Liaison with other departmental team leaders to co-ordinate with town centre and council related statutory, capital events and programmes that relate to Urban Room project. Interest in the Croydon context, with extensive knowledge of the south London context and the current challenges and opportunities of town centres and high streets. Knowledge of public sector, governance structures.</p> |
| <b>Commitment to Diversity:</b>          | <p>The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand,</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

**Key External Contacts:**

Extensive contact with project partners and collaborators (businesses; academic institutions including schools, colleges and universities; industry partners; artists, designers and cultural organisations); consultants and sub-consultants, contractors; and liaison with other key stakeholders including: members of the wider public, young people, diverse local community groups, organisations and volunteers; BIDs; GLA teams; Advisory Town Centre Board members. The role will be located full time in a public shopfront, which will entail regular contact with a wide variety of people, businesses, communities.

**Key Internal Contacts:**

Regular work with Urban Room Coordinators and broader Placemaking officers, particularly Economic Development, Growth Zone Regeneration, Development Management, Strategic Transport and Plan Making. Working with project officers in other council departments, such as Health & Safety, Safeguarding and Facilities Management, where required. Occasionally presenting briefings to politicians and senior members; presenting budget updates, monitoring and evaluation reports to meetings of senior members and management of the department. Reporting to Programme Managers, clients and client groups where necessary.

**Financial Dimensions:**

Responsible for overarching budget for the Urban Room project including funding proposals, budget updates and managing staff that are responsible for the day-to-day management and maintenance budget for the Croydon Urban Room.

**Key Areas for Decision Making:**

Project decision-making relating to physical space, maintenance, safety and security; staff management; public engagement and communication of council-led projects, developing and nurturing internal and external partnerships, hosting high-profile events with politicians and executive level positions; leading on production of exhibition material and public programmes.

**Other Considerations:**

Ability to work core hours across Tuesday – Saturdays, as well as working Sundays and attend evening sessions from time to time. Must be able to travel to physical site in Croydon 4 days a week, subject to Public Health guidance and restrictions. The physical shopfront space is split over three floors, the publicly accessible areas have step-free access and WCs via an external route, however there is no step-free access between the ground floor and basement where the staff kitchen and WCs are.

**Is a satisfactory disclosure and barring check required?**  
[\(click here for guidance on DBS\)](#)

Standard DBS check

**What level of check is required?**

**Is the post politically restricted**  
[\(Click here for guidance on political restriction\)](#)

No

**Is the post exempt from the Rehabilitation of Offenders Act (ROA) 1974**  
[\(Click here for guidance on ROA \)](#)

No

#### **Key Accountabilities and Result Areas:**

**Leading and oversight of the management and coordination of the Urban Room physical platform, and supporting the public programme including workshop development and facilitation, exhibition curation and design, facilitating events and activities**

#### **Key Elements:**

This will involve:

- Overseeing coordinating and collaborating with other council teams including the comms team to create ongoing comms plans aligned with Mayor's business plan and town centre priorities
- Overseeing curation of the exhibition material and live archive process
- Overseeing and leading on monitoring and evaluation of the project – and production of monthly feedback reports
- Overseeing daily management, operations, monitoring and securing of retail unit space – following extensive risk assessment and safety procedures – responsible for regular updates
- Overseeing exhibition production and installation.
- Oversight of exhibition curation, design and research.
- Oversight of space and exhibition maintenance, including technical set-up; coordination with Whitgift Centre facilities, cleaning, management and security

- Hosting and convening public workshops, events and activities for range of ages, backgrounds and expertise
- Hosting and convening events specifically for underrepresented communities – including youth engagement and sensitive groups
- Managing programme budgets
- Managing public enquiries
- Overseeing space booking requests;
- Overseeing and supporting invigilation of space during opening hours including weekend opening, including capturing visitor attendance, participation and feedback;
- Overseeing coordinating volunteer invigilation programme
- Overseeing management of regular inventory of materials and equipment
- Manage the review of policies with Health and Safety and Safeguarding to ensure they reflect current advice and take reasonable care for staff and visitors.
- Undertaking a range of tasks and projects, as directed by the Placemaking Team Leader and Head of Spatial Planning, Regeneration & Growth Zone

**Leading and overseeing the management of the Urban Room digital platform and all communication and promotion for the project**

This will involve:

- Overseeing coordination and collaboration with other council teams including the comms team to create ongoing comms plans aligned with Mayor's business plan and town centre priorities
- Overseeing website maintenance and content updates using CSM system or equivalent;
- Overseeing social media outreach and management;
- Overseeing the management of Croydon Urban Room email account enquiries and subscriptions, membership enquiries
- Press outreach and promotion for the project to media

**Leading the delivery of the Urban Room learning and events programme**

This will involve:

- Curatorial leadership and overseeing the all research, delivery and administrative duties;
- Liaison with politicians and presentations/briefings as required;
- Overseeing targeted outreach to key

audiences such as schools, colleges, youth groups, community organisations, local businesses and other key stakeholders;

- Developing and expanding strategic approaches to sponsor and partner management
- Oversight of monitoring and evaluation including data analysis and reporting of space use, visitor participation and attendance;
- Overseeing the development and implementation of EDI policies and procedures
- Overseeing correspondence and enquiries from general public, in person and via email/phone calls;
- Overseeing the management of the programme and booking enquiries;
- Oversight of the monthly digital newsletters to subscribers;
- Oversight of all speaker and participant correspondence;
- Oversight of all material and graphics production and installation of key elements of the public programme, including for exhibitions, learning & development, workshops and events;
- Oversight of photographic and written documentation of events for promotional use and archive;
- Oversight of all digital and physical promotional materials
- Oversight of all reporting to all key stakeholders;

**Leading Urban Room  
partnerships and ongoing  
project funding and business  
planning, legacy work**

This will include:

- Budget management and forecasting for the project
- Oversight of management of partnership and sponsorship enquiries and communication
- Oversight of bi-monthly reports presented to internal and external stakeholders
- Oversight of monitoring and evaluation of all parts of the programme including public events and business feedback
- Oversight and leadership of funding bids, proposals and future strategy – including business plans.
- Oversight of all researching and writing funding bids in collaboration with external partners and internal teams such as the regeneration team

## Line management for up to 4 Urban Room coordinators

This will involve:

- Assisting in the setting of team priorities for work programming & administrative protocols
- Assisting in preparation of the team plan, as part of the departmental service plan, providing clear direction on service improvements and changes
- Ensuring that the team plan has been integrated to reflect project and programme requirements
- Ensuring all staff benefit from an annual appraisal discussion, a mid-year appraisal discussion and regular 1:1s, in accordance with corporate guidelines
- Supporting the process by which project delivery performance is fed into annual reviews
- Supporting project officers in their continuous professional development including promoting learning and development opportunities, encouraging team cross-learning opportunities, recommending team members for awards
- Assisting the service and team in communicating the vision and direction of the team to the rest of the organisation
- Assisting with maintaining and promoting the team as a centre of urban design excellence
- Communicating corporate and departmental changes in priorities
- Responding to staff concerns and issues of performance and behaviour
- Responsible for supervising all aspects of the team
- Capturing resource requirements for project delivery within the Urban Room team and reporting on resource management issues to Placemaking Team Leader
- Performance managing team members based an agreed combination of project delivery performance and 'business as usual' routine tasks
- Line Management – Performance Development, One to Ones, Learning & Development, OD & HR requirements
- Management of the Placemaking Team and for deputizing, where appropriate, for Placemaking Team Leader
- Beyond own project management, assisting with managing the budget of the placemaking team
- Beyond own project management, assisting with resource planning for future work, including income generating work and internal and external

project commissions

- Lead recruitment of new team members when required

## Confidentiality

- Treating all information acquired through employment, both formally and informally, in confidence. There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

## Data Protection

- Being aware of the council's legal obligations under the Data Protection Act 2018 (the "2018 Act") and the EU General Data Protection Regulation ("GDPR") for the security, accuracy and relevance of personal data held, ensuring that all administrative and financial processes also comply.
- Maintaining customer records and archive systems in accordance with directorate procedures and policies as well as statutory requirements.
- Treating all information acquired through employment, both formally and informally, in accordance with the **Workforce Data Protection Policy**.
- There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.



## **Contribute as an effective and collaborative team member**

This will involve:

- Participating in training to demonstrate competence.
- Undertaking training as required for the role.
- Participating in the development, implementation and monitoring of service plans.
- Championing the professional integrity of the service.

## **Equalities and Diversity**

- The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

## **Health and Safety**

- Being responsible for own Health & Safety, as well as that of colleagues, service users and the public.
- Employees should co-operate with management, follow established systems of work, use protective equipment and report defects and hazards to management.
- Managers should carry out, monitor and review risk assessments, providing robust induction and training packages for new and transferring staff, to ensure they receive relevant H&S training, including refresher training, report all accidents in a timely manner on council accident forms, ensure H&S is a standing item in team meetings, liaise with trade union safety representatives about local safety matters and induct and monitor any visiting contractors etc, as appropriate.

# Person Specification

**Job Title:** Urban Room Manager

**Essential knowledge:**

- A degree or relevant qualification in a subject closely related to arts, design, or a similar creative discipline
- Excellent understanding and experience of public facing space management in retail, cultural and/or exhibitions context – including risk assessments, safety and security
- Very good knowledge and experience managing project teams and budgets,
- Excellent understanding of coordinating and managing a creative and cultural public programme, event management or equivalent;
- Experience and passion for increasing access, diversity and inclusion, in particular youth engagement and harder to reach demographics
- Excellent understanding of communication and outreach strategies – verbal, written and digital
- Very good understanding of and interest in the challenges facing town centres and high street recovery, operation of local business and local government
- Policy: comprehensive understanding of central government & development plan policy issues
- General level of political awareness & good knowledge of the operation of local government.

**Essential skills and abilities:**

- Display a very good level of ability in writing, exhibiting a clear & comprehensible writing style in line with Plain English principles;
- Very good graphic and visual representation skills, including use of Adobe Creative Suite;
- Very good research, archiving and curatorial skills;
- Effective at time/priority management including managing competing priorities and workload pressures;
- Very good verbal communication skills, and competence in customer care;
- Proficient at working within team settings and collaborating with a wide number of partners and stakeholders;
- Very good presentation skills;
- Strong ability to understand, appreciate and articulate visual, aesthetic and design concepts
- Strong ability to work under pressure & appreciation of stress management
- Very good ability to assess risks and implement H&S procedures and emergency planning
- Very good ability to utilise technologies in a planned and programmed manner

### **Essential experience:**

- Very good ability to achieve a quality/quantity balance
- Logical thinker & ability to analyse & weigh complex issues
- Assertiveness: effective ability
- Negotiation: very good level of proficiency; clear listening, questioning and reasoning ability
- Very good competence in budget and programme management
- Very good team leadership skills and line management skills
- Considerable engagement experience working in similar public-facing role, ideally in an arts/cultural context, working with range of stakeholders including children/young people. Requirement to have a DBS check.
- Considerable experience management teams of staff and project delivery
- Considerable experience setting and managing budgets and fundraising strategies
- Considerable experience in research and archival process – including monitoring and evaluation
- Considerable experience of partnership/stakeholder management and mediation
- Considerable ability to successfully produce graphic, written and verbal content to communicate with wide range of ages and experiences, and variety of outputs from Board Paper reports to social media
- A proven ability working on the production and management of public facing creative and cultural spaces such as exhibition/events/retail spaces

### **Special conditions:**

- To be prepared to work Saturdays and regularly attend evening sessions when required