

CROYDON COUNCIL

ROLE PROFILE AND PERSON SPECIFICATION

DIRECTORATE:

Sustainable Communities, Regeneration and Economic

DIVISION:

Planning and Sustainable Regeneration

JOB TITLE:

Urban Room Coordinator

ROLE PROFILE

Job Title:	Urban Room Coordinator
Directorate:	Sustainable Communities, Regeneration and Economic
Division:	Planning and Sustainable Regeneration
Grade:	Career Grade 9 to 11
Hours (per week):	36 hours
Reports to:	Placemaking Team Leader
Responsible for:	No line management responsibilities
Role Purpose and Role Dimensions:	To lead on the coordination and delivery of the Croydon Urban Room project and its public programme, including: 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, including youth engagement; business outreach, managing budgets and fundraising; production and management of graphic, verbal and written communication and marketing support, including digital content; monitoring & evaluation. Interest in the Croydon context, with some knowledge of the south London context and the current challenges and opportunities of town centres and high streets.
Commitment to 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. As a member of the Placemaking Team, role will require candidate to take individual and collective professional responsibility for championing the council's diversity agenda, proactively implementing initiatives which secure equality of access.

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 Placemaking officers, and project officers in other council departments where required, particularly Economic Development, Growth Zone Regeneration, Development Management, Strategic Transport and Plan Making. Occasionally presenting 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 budgets allocated to the public programme of exhibitions, engagement workshops, events and other activities within the Croydon Urban Room. Also responsible for the day-to-day management and maintenance budget for the Croydon Urban Room.
Key Areas for Decision Making:	Day-to-day space management such as opening and closing of the publicly accessible space including maintenance; safety and security; day-to-day running and operations of the space and management of the public programme of events and activities including necessary technology and equipment; working with various stakeholders; production and management of verbal, graphic and written communication to public audiences, including digital content. The role will support and promote public engagement in council-led projects, through hosting and designing consultation activities and events.
Other Considerations:	Ability to work weekends regularly 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.

Is a satisfactory disclosure and barring check required?

Standard DBS check

[\(click here for guidance on DBS\)](#)

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 in the day-to-day 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:

- 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
- Daily management, operations, monitoring and securing of retail unit space – following extensive risk assessment and safety procedures
- Exhibition production and installation;
- Input into exhibition curation, design and research;
- Space and exhibition maintenance, including technical set-up; coordination with Whitgift Centre facilities 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
- Space booking requests;
- Invigilation of space during opening hours

including weekend opening, including capturing visitor attendance, participation and feedback;

- Coordinating volunteer invigilation programme
- Managing regular inventory of materials and equipment
- Take reasonable care for own health and safety, and that of other persons that may be affected within your working environment, in accordance with the Croydon Council Health and Safety procedures.

Leading in the day-to-day production and management of the Urban Room digital platform

This will involve:

- 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
- Website maintenance and content updates using CSM system or equivalent;
- Social media outreach and management;
- Production of digital content for distribution on digital platforms;
- Outreach to relevant press/social media platforms;
- Managing Croydon Urban Room email account enquiries and subscriptions, membership enquiries

Supporting and facilitating the delivery of the Urban Room learning and events programme

This will involve:

- Curatorial support, research, delivery and administrative duties;
- Targeted outreach to key audiences such as schools, colleges, youth groups, community organisations, local businesses and other key stakeholders;
- Sponsor and partner management
- Monitoring and evaluation including data analysis and reporting of space use, visitor participation and attendance;
- Leading on the development and implementation of EDI policies and procedures
- Leading correspondence and enquiries from general public, in person and via email/phone calls;
- Managing the programme and booking enquiries;
- Producing and distributing monthly digital

- newsletters to subscribers;
- Speaker and participant correspondence;
- Production of materials, printing, set up and installation of key elements of the public programme, including for exhibitions, learning & development, workshops and events;
- Organising temporary furniture arrangement, tech support and production such as mic set-up, lighting, projector etc. and associated risk assessments
- Photographic and written documentation of events for promotional use and archive;
- Producing digital and physical promotional materials, contributing graphic communication skills;
- Reporting to all key stakeholders;
- General support for programme production and delivery as needed by the Urban Room project lead

Supporting and building Urban Room partnerships and ongoing project funding/resilience

This will include:

- Management of partnership and sponsorship enquiries and communication
- Bi-monthly reports presented to internal and external stakeholders, in collaboration with the Town Centre Manager and with oversight of Urban Room project lead
- Monitoring and evaluation of all parts of the programme including public events and business feedback
- Researching and writing funding bids in collaboration with external partners and internal teams such as the regeneration team and Urban Room project lead

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 and as required for the role.
- To actively participate and contribute to team meetings, workshops and a design team culture
- To participate in first aid training as required
- 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.

Green Commitment

- Ensuring both individual and teamwork meets the Council's Green Commitment Policy goals in reducing energy consumption and waste, increasing renewable energy use and recycling, contributing to a reduction in traffic congestion and using sustainable materials.

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 Coordinator

Essential knowledge:

- Very good understanding and experience of public facing space management in retail, cultural and/or exhibitions context;
- Good understanding of coordinating and managing a creative and cultural public programme, event management or equivalent;
- Passion for increasing access, diversity and inclusion, in particular youth engagement and harder to reach demographics
- Very Good understanding of communication and outreach strategies – verbal, written and digital
- Good Understanding of and interest in the challenges facing town centres and high street recovery, operation of local business and 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;
- Good graphic and visual representation 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
- Good ability to utilise technologies in a planned and programmed manner
- Ability to achieve a quality/quantity balance
- Logical thinker & ability to analyse & weigh complex issues
- Assertiveness: developing effective ability
- Negotiation: very good level of proficiency; clear listening, questioning and reasoning ability
- Good competence in budget and programme management

Essential experience:

- Demonstrable engagement experience working in similar public-facing role, ideally in an arts/cultural context, working with children/young people. Requirement to have a DBS check.
- Demonstrable experience of partnership/stakeholder management and mediation
- A proven 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 weekends regularly and attend evening sessions when required