



Cumberland Council

Post Specification

Date	April 2026
PG Number	9013
Post Title	Tour De France – Resident & Business Engagement Coordinator
Job Family	Regulation and Technical
Job Family Role Profile	RT9
Final Grade	9

To be read in conjunction with the job family role profile

Service Area description

The Thriving Place service focuses on the planning and delivery of places and an economy that can transform the health, well-being and prosperity of our communities. It seeks to achieve this through the creation of a quality built and natural environment, vibrant and accessible places, business growth and inward investment, the delivery of housing and essential infrastructure and the provision of attractive and engaging public facilities.

The Healthy Places service area seeks to directly support this objective by delivering a range of high quality and efficient services including supporting the delivery of major projects and programmes.

Purpose of this post

The Resident & Business Engagement Coordinator will play a critical role in delivering the 2027 Tour de France community engagement programme events in Cumberland, including the Stage 1 finish in Carlisle, Stage 2 start in Keswick and associated race route.

The postholder will lead the engagement with communities and businesses and develop and deliver the engagement to ensure residents and businesses along the route receive clear and timely information. They will also support in the development of social value and impact opportunities.

Key job specific accountabilities

Leadership & Governance

- Lead the Resident and Business Working Group, ensuring delivery against the agreed terms of reference and within budget.
- Establish project milestones with the Tour de France Project Manager and monitor delivery progress.
- Undertake tasks assigned by the Project Manager and Project Board that improve communication or reduce event impact.

Planning & Programme Delivery

- Develop a comprehensive Business and Resident Engagement Plan for inclusion within the Council's Event Management Plan.
- Work with Highways and Transport to understand road closure timings, event impacts, and develop managed access plans for affected residents and businesses.
- Coordinate and deliver community workshops where required to inform residents and businesses.

- Plan mechanisms for residents and businesses to contact the event control room to activate managed access plans.

Communications & Engagement

- Work closely with the Communications, Marketing and Branding Working Group to create materials for web, print, media, and social media channels.
- Support the development of dedicated web and social media landing pages for Tour-related information.
- Produce accurate and accessible communication materials for residents and businesses.
- Conduct bespoke visits to households and businesses with complex access needs or significant event impacts.
- Develop marketing materials local businesses can use to promote the Tour de France.

Operational Coordination

- Provide information about public pop-up spectator events to the Event Management Working Group for consideration and escalation to the Safety Advisory Group.
- Support event control operations in relation to resident and business engagement (where required).
- Ensure managed access planning is clearly communicated and operationally workable.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	• Work within agreed budgets and provide financial estimates and delivery costs to the Tour de France Project Manager. • Ensure activities are delivered efficiently, with value for money and appropriate resource allocation.
Staff Management Responsibilities	• Working as part of a multi-disciplinary team including the direction of consultants and contractors.
Other	• To represent the Council as required • Full driving licence and access to a vehicle for business use.

Essential Criteria - Qualifications, knowledge, experience and expertise

- Degree (or equivalent experience) in project management, business administration, sports management, or related discipline.
- Experience delivering resident/business engagement for major events.
- Experience managing budgets, schedules, and cross-disciplinary teams.
- A core understanding of event operations, stakeholder management, and traffic management for closed-road events.
- Excellent communication, negotiation, and problem-solving skills.
- Ability to work under pressure and manage competing priorities in a fast-paced environment.
- Experience producing high-quality communication materials.
- Ability to work constructively with a broad range of groups and individuals.
- Flexible approach, including evenings/weekends when required.
- Ability to travel across Cumbria, sometimes at short notice.
- Experience in creating managed access plans for closed-road events.

Disclosure and Barring Service – DBS Checks

- This post does not require a DBS check.

Job working circumstances

Emotional Demands	• The ability to deal with stressful or emotive issues including with members of the public.
Physical Demands	• Normal office demands (agile working) but there will be an occasional requirement to attend meeting out of office hours.

Working Conditions

- Work will be predominately office based with flexibility surrounding office location and homeworking. Site visits will be required.

Other Factors

- Will be under pressure to work to extremely tight deadlines on a frequent basis in order to react to the changing business environment
- Will be required to be involved in challenging negotiations where there is pressure on the role holder to achieve a successful outcome for the organisation.
- Will use analytical, judgmental, creative and developmental skills to analyse and interpret very varied and highly complex information or situations and to produce solutions.
- Requirement to keep up to date with professional/legal developments and market trends relating to own service area and the organisation as a whole and interpret the effects on the organisation including shaping and ensuring delivery of any required changes as a result
- The role holder will be expected to habitually switch between tasks during the course of the working day and it is likely there will be frequent interruptions from other staff, colleagues, internal and external suppliers and stakeholders
- There is a general requirement to manage many different requirements at the same time which calls for high levels of prioritisation, time management and planning skills to ensure that all business needs are met in accordance with agreed timescales and operational service/performance levels.
- There will be periods of work-related pressure from the need to meet tight deadlines and/or respond to conflicting operational and business demands