

EURO 28 – Host City – Dressing and Wayfinding

Reports to: **City Experience Manager**

Direct reports: **N/A**

Evaluation: **541 Points**

Grade: **N7**

Reference: **A5716**

Purpose

To lead the planning, coordination and delivery of Host City dressing, wayfinding and event signage for Newcastle's UEFA EURO 2028 Host City programme, ensuring that Newcastle is presented as a welcoming, inclusive, intuitive and visually coherent Host City, enabling residents and visitors to navigate the city safely and confidently, while ensuring full compliance with UEFA branding, clean site and commercial protection requirements.

Main Duties

These are some of the typical duties you will be expected to perform. This is not exhaustive, and you may need to complete similar tasks as required.

1. Lead development and delivery of the Host City Dressing Programme, covering city centre and key routes, transport hubs (rail, tram, bus, airport gateways), Fan Zones, public viewing areas and official event sites, key gateways, landmarks and arrival points.
2. Ensure Host City dressing is delivered in line with Host City Agreement obligations, UEFA branding and artwork guidelines and agreed installation and dismantling timelines
3. Coordinate site permissions and advertising consents with internal services and external asset owners, including where assets are outside direct Council control.

4. Lead the planning and delivery of temporary and event-specific wayfinding signage, supporting stadium journeys and last-mile navigation, Fan Zones, Fan Meeting Points and event sites, city centre and transport interchanges.
5. Ensure wayfinding integrates with the Host City Mobility Concept and spectator services and volunteer deployment
6. Support a clear, intuitive and accessible spectator journey across all Host City matchdays
7. Work closely with the Operations Manager and City Operations Group to ensure wayfinding supports crowd flow, safety and emergency planning and that installation does not impede security perimeters, access routes or emergency response.
8. Coordinate signage plans with traffic management, road closures and pedestrian routes.
9. Coordinate with Commercial, Marketing & Communications colleagues to promote community stories and impact, ensure messaging reflects inclusion, pride and local ownership and Coordinate with Commercial, Marketing & Communications colleagues to promote community stories and impact, ensure messaging reflects inclusion, pride and local ownership.
10. Ensure all Dressing and Wayfinding activity complies with Clean Site Principle, Commercial Rights protection requirements, and Rights Protection Programme (RPP)
11. Work alongside the Rights Protection Programme sub group and officers to ensure no unauthorised branding, sponsorship or advertising appears on signage, dressing assets or temporary structures and to Work with Newcastle City Council Commercial, Legal and Regulatory Service Enforcement teams to manage conflicts with existing advertising or street furniture contracts.

12. Ensure all signage and wayfinding is accessible (visual clarity, placement and inclusive design), legible for international audiences and consistent with spectator service standards.
13. Embed sustainability considerations across materials, including for installation, reuse, recycling and dismantling and ensure contingency planning for weather resilience, vandalism and damage.
14. Develop detailed delivery plans, schedules and budgets for dressing and wayfinding activity.
15. Manage appointed contractors and suppliers, ensuring compliance with UEFA requirements.
16. Coordinate testing, walkthroughs and readiness checks ahead of tournament operations
17. Contribute to post-Tournament debriefs, reporting and legacy planning to improve future major event delivery
18. To develop and support the strategic direction of delivery of all aspects of Host City status for EURO 28, which contributes to wider economic growth and development priorities and strategies.
19. To help maintain a healthy, safe, and secure environment and to adhere to our policies and procedure.