

NORTHSTOWE TOWN COUNCIL

Job Description – Market Manager

Date agreed: 19 December 2023

Job Title: Market Manager

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| Salary Range: | Salary Grade NJC 18 - 23 (LC2 - below substantive range), £29,269 - £32,076 <i>pro rata</i> (dependent upon experience and qualifications). |
| Hours of Work: | 3 days/week, equivalent to 22.2 hours/week (0.6 FTE) |
| | Usual working days: Operations: weekly markets (Sundays; supported where possible by Councillor and resident volunteers). Administration and development: Ideally spread out over the remainder of the week, to be able to manage communications with traders and to ensure weekly markets are planned appropriately; however days in week and hours per day are open for negotiation. |
| Location: | Northstowe Town Council office (Currently, 'The Cabin', Northstowe Temporary Community Centre). Although office is the main working place, this can be combined with some home working on non-market days. |
| Responsible to: | Town Clerk Will also work closely with Deputy Clerk |
| Responsible for: | Market delivery Market development and expansion; Market and event management and market supervision; Invoicing and finances related to market; fundraising (in close cooperation with the Responsible Financial Officer) |
| Duration: | Initial contract for 1 year, with intention to review job title, hours/week and job content, in line with overall staffing structure and expansion plans likely to be considered by the Council. |
| Probationary period: | 6 months |
| Start: | As soon as possible. |

Job's Main Purpose

This is a new post for Northstowe Town Council.

The Market Manager is a key post critical to the development and delivery of the Council's newly established markets that play a role in providing services to the community and create a local economy in the absence of relevant facilities or retail options in Northstowe.

This role is responsible for the management, administration and general oversight of both the day-to-day running and long-term organisation of the markets in Northstowe, as well as the development of a strategy for markets, including updating a business plan.

Following an initial six-month market trial (April – October 2023), the Council currently holds a weekly Sunday , outdoor market at The Green (10 am to 2 pm) – held indoors from November to March - and a monthly indoor and outdoor market at The Cabin on the Green in Northstowe. The tasks of market supervision are currently partly contracted out to an external events management company and partly undertaken by volunteers. The tasks of market administration and management are partly undertaken by Councillor volunteers, the Deputy Clerk and the Town Clerk.

As the market has proved popular and the Town Council wishes to continue and grow the market, we are now looking for a dedicated Market Manager to join the small staffing team.

Key Accountabilities

The Market Manager is line-managed by the Town Clerk and is accountable to the Town Council to carry out the following primary areas of work;

- Leading on the delivery and gradual expansion of a market in Northstowe, and coordination of related events, working with community groups and key local partners.
- Leading on developing communications, branding, and engagement with the community and media, related to the market and related events.

The newly recruited Market Manager should also take the lead on:

- Most of the work around communications, community engagement, and event coordination in relation to the market; in this they will be working also with the Deputy Clerk and Town Clerk; and
- Most of the work around invoicing and other market-related finances; in this they will be working closely with the Responsible Financial Officer.

| Market manager tasks breakdown | |
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| Market administration (invoices; ToR; market documentation; venue hire; invoicing; communications with existing and new traders; scheduling of traders; health and safety) | 0.4 FTE (2 days/wk.) |
| Market development (search for traders; side events; fundraising; strategy development; business planning) | |
| Market promotion and community engagement (social media; website; posters/banners; articles; logo; liaise with partners/community groups) | |
| Market evaluation (stakeholder and customer engagement; surveys; feedback from traders, regular reporting to Full Council) | |
| Market supervision (operations: set up, pack down and market hours, health and safety, feedback from traders/residents/partners) | 0.2 FTE (1 day/wk.) |
| Total | 0.6 FTE (3 days/wk. = 22.2 hrs/wk.) |

Working Relationships

The Market Manager has contact with:

- Internally, all members of staff (Town Clerk/Responsible Financial Officer and Deputy Clerk) and all Town Councillors.
- Externally, market traders, external contractors, volunteers, all tiers of Local Government, NABMA, surrounding town and parish councils, the media, community groups and local organisations, residents, local businesses, and suppliers of goods and services to the Town Council.

Duties and Responsibilities

1. Market development, market delivery and market supervision

- 1.1. Work with Councillors, other staff, businesses, community groups and partner organisations, to continue developing the Northstowe weekly markets and lead on its delivery, including monitoring and evaluation.
- 1.2. Manage and plan all Northstowe Town Council-led markets, including weekly outdoor (or indoor) markets, monthly indoor-outdoor markets, and any ad-hoc/seasonal markets.
- 1.3. Maintain a safe market layout and allocate pitches to both regular and casual traders.
- 1.4. Market supervision on the day and coordination of market volunteers.
- 1.5. Lead on the further development of the market, including active involvement in updating a market strategy and business plan for the Northstowe market, working in this in close cooperation with the Town Clerk as well as relevant Town Councillors and partner organisations such as NABMA.
- 1.6. Lead on fundraising for market activities.
- 1.7. Manage the licence agreement process, including undertaking checks on insurances, Risk Assessments and any other needed checks including those relating to food hygiene.
- 1.8. Keep accurate records for attendance across all markets and use this information for service performance management, as well as budgeting and forecasting.
- 1.9. To issue invoices and implement debt control issuing verbal and written warnings in line with our trader rules (ToR) and assisting with the collection of arrears, working closely in all of this with the Responsible Financial Officer.
- 1.10. Promote and advertise directly on the Town Council's website and by maintaining an active social media presence across multiple platforms for the markets to encourage greater footfall from customers and to promote our markets to prospective traders.
- 1.11. Lead on branding and logo for markets.
- 1.12. Act as the main point of contact for all customer contacts (e.g. enquiries & complaints) received by the Council in relation to the Markets.
- 1.13. Undertake regular review of all policies, procedures, Risk Assessments and other operational documents relating to the running of the markets to ensure these are fit for purpose in the safe operation of a markets service.
- 1.14. Maintain standards of the markets which includes ensuring operation is in line with the Council's rules and procedures, issuing verbal or written warnings where necessary.

1.15. Communicate with customers, management team and members of the public in a manner that represents the standards and values of the Council.

2. Policy Matters, Law and Procedures

- 2.1. Act in all duties as required by Law or the Council's Standing Orders or administrative practice.
- 2.2. Act as representative of the Council as required, liaising and building effective relationships with market traders, contractor for market/event management, NABMA, the public, other public sector organisations, local businesses, and representatives of other organisations and the media as appropriate.

3. Event management

- 3.1. Work, overseen by the Deputy Clerk and/or Town Clerk, on working with community groups and partner organisations in the public and private sectors, to provide active input into the development and management of market-related or other events where the Town Council is adding value and those which the Council is co-ordinating.
- 3.2. Work, overseen by the Deputy Clerk and/or Town Clerk, on event management plans, Risk Assessments, licenses, permissions and all health and safety and logistical aspects for all markets and events the Town Council is leading on or has an active role to play in.

4. Training and Development

- 4.1. Acquire the necessary professional knowledge, where needed, for carrying out the duties of the post and the efficient management of the Council's affairs, through a process of continual professional development, seeking and attending professional development opportunities organised by professional bodies and other organisations relevant to carrying out the functions of the post training budget is available).
- 4.2. Make active use of various key information sources and training opportunities through Council's membership of professional bodies on legal and other topics, mainly the National Association of British Market Authorities.
- 4.3. Take an active role in setting objectives and priorities, and reporting on those, as part of ongoing performance management for the post.