



Market Manager's Job Description

The Market Manager acts as the on-site manager for the market to ensure that the market operates in compliance with the law, the Management Committee's objectives and standards/policies, as described in the Business Plan. These main areas of responsibility include:

- Banners and Signage: - Ensuring they are in good shape and erected before each market and then taken them down immediately following every market.
- Overseeing the setting-up, shutting-down of the market including the allocation of spaces.
- Collecting payments from stallholders, issuing receipts, completing log reports and making bank deposits.
- Working with stallholders, customers and others on market days to answer queries, foster good relations and generally promote the activity of the market.
- Maintaining the market's webpage, locally and on the KFMA website, circulating reminders/newsletter to email subscribers; promoting the website through various Social Media facilities
- Planning, record-keeping, correspondence and other activities to support the market and the Committee.
- Undertaking an annual risk-assessment of operations and preparing an annual management report.
- Liaising with local authority officers; Environmental Health, Trading Standards or other bodies.
- Promotion and Public Relations

Another key objective is to create a diverse range of Producers to generate a sufficient of shoppers so that Producers earn a satisfactory income and shopper have a pleasant and memorable experience.

Sustaining and developing both the stallholder and customer base requires: -

- Liaison with other media groups (e.g., parish magazines, local newspapers, other social media groups etc).
- Advertising and promoting the market in a wide variety of ways.
- Overseeing the development and use of Social Media.
- Coordinating the production and distribution of leaflets.
- Liaison with local organisations i.e. the Parish Council, Kent Farmers' Market Association, Produced in Kent, Visit Kent and similar organisations
- Producing market, stallholder and customer material.
- Organising a programme of special events, e.g., meet-the-producer; cookery demonstrations/tips; recipe cards; children's activities.

Development and Co-ordination

The Market is a community resource which: -

- provides a viable and economic outlet for local farmers and producers, gives shoppers access to fresh local products.
- supports local businesses.
- provides a regular opportunity for community groups to contribute to the market.

The Market Manager should play a major role in: --

- planning the future of the market.
- Encouraging the involvement of stallholders in decisions affecting the market.
- Establishing good relationships with key community and neighbourhood groups (e.g., the Parish Council and Kent Farmers' Market Association).
- Maintaining an up-to-date producer database.

- Recruiting new producers.
- Exploring new opportunities for improving the market for shoppers and stallholders.
- Finding new avenues of finance for the market e.g., sponsors

The Market Manager should be: -

- Community spirited.
- Enthusiastic and efficient.
- Well-developed people skills.
- Good computing skills.
- A good organiser.