



Petworth Town Council

Farmers Market Manager Job Description

Petworth Town Council's Farmers Market Manager will play a key role in achieving the smooth and safe running of the monthly Outdoor & Indoor Market. They will work with the Town Council's steering group, stallholders and other interested parties to develop and promote the availability of local, fresh produce for their community.

The Market Manager will have responsibility for market operations, marketing and promotional activity.

Market Operations:

The Market Manager acts as the on-site manager for the market to ensure that the market operates in compliance with the law and the steering group's objectives and policies. The main areas of responsibility include:

- Putting out banners, signs etc. before each market and taking them down immediately following every market.
- Overseeing the setting up, shutting down and site tidiness of the market on market days, including the allocation of spaces.
- Ensuring each market operates within Government guidelines during the Coronavirus pandemic.
- 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, circulating reminders/newsletters to email subscribers, promoting the market through social media.
- Planning, record keeping, correspondence and managing the Farmers Market email address.
- Undertaking an annual risk assessment of operations and preparing an annual management report to the steering group's consideration.

Marketing & Public Relations:

An essential component of the market is the creation of a diverse range of providers of quality and value for money produce. This is coupled with the need to generate a reasonable volume of shoppers who will use the market and have a pleasant and memorable experience.

Sustaining and developing the supplier and customer base requires the development and maintenance of a reputation for quality and diversity. The Market Manager plays a major role in this through the following areas of responsibility:

- Writing press releases.
- Liaison with other media groups (for example, television and radio, parish magazines and so on).
- Advertising and promoting the market in a wide variety of ways.

- Overseeing the development and use of the website.
- Coordinating the production and distribution of leaflets.
- Liaison with local organisations including the Town Council & Petworth Business Association
- 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.
- Attending to correspondence and telephone calls where appropriate.

Ideal personal characteristics:

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