



Market Manager- Bearsted Market on the Green

Proposal to Organise and Operate Bearsted Market on the Green

Introduction

Bearsted Parish Council (BPC) organises an established Market on the Green on a month basis throughout the year and wish to see the expansion of the Market to help give local business a platform to sell their produce, arts and crafts. BPC would like to invite event organisers to submit a proposal detailing how they would manage the event to increase participation and benefit the local stakeholders.

Job Description

Purpose of Job The Market Manager is responsible for the successful running of the monthly Bearsted Market on the Green, ensuring that it operates in compliance with the law and the Parish Council's objectives, standards and policies. The market is a community resource that provides a viable and economic outlet for local farmers, producers and artisans; it supports local businesses and gives the local community the opportunity to purchase fresh produce, high quality arts and crafts. There is also the opportunity for local charities and groups to take a stall for the purpose of advertising and/or fundraising. The market should create a pleasant and memorable experience and a reputation for quality, value and diversity.

Main Responsibilities The Market Manager is responsible for developing and promoting the availability of crafts and fresh produce for their local community. The Market Manager organises and arranges all the pre requirements of the market operation and acts as the on-site manager on market day, to ensure that the market operates compliantly with all the legal and Council guidelines and efficiently for a positive customer experience.

Specific Responsibilities

Co-ordination & Organisation

- Ensuring all pre requisites for the market operation are planned and delivered (inc collating of H&S documentation)
- Management of payments from stallholders, issuing receipts, completing log reports.
- Liaising with local organisations e.g. Kent Farmers' Market Association, Produced in Kent, FARMA, DEFRA
- Liaising and guiding stallholders, suppliers and customers
- Creating a diverse range of providers of quality, value for money produce
- Potentially working with committee groups for the delivery of special event market days

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Market Operations

- Arranging and putting out banners , signs etc on agreed days before each market
- Removing banners and signs immediately following the market
- Overseeing the allocation of space, setting up, shutting down and site tidiness on market days
- Working with stall holders, customers and other persons on market days, answering queries and fostering good relations
- Managing stalls as and when necessary for vendor and staff breaks

Communication

- Attending regular committee meetings and reporting on progress of the market and it's future aspirations
- Encouraging the involvement of stallholders in decisions affecting the market
- Establishing good relationships with key community and neighbourhood groups e.g. the Parish Council, Kent Farmers Market Association etc
- Updating procedures and guidance for shoppers and stallholders
- Participating in and undertaking market research

Marketing & Public Relations

- Advertising and promoting the activity of the market
- Maintaining the market's webpage, both locally and through KFMA
- Promoting the website through Twitter and Facebook
- Producing market, stallholder and customer material
- Co-ordinating the production and distribution of leaflets
- Circulating reminders/ newsletters to email subscribers
- Writing press releases and liaising with other media groups

Administration

- Deliver all administration tasks and procedures effectively, with precision and accuracy.
- Keep records and documentation organised, up to date and accessible, as required
- Attending to correspondence and telephone calls where appropriate
- Preparing reports and correspondence for local and regional use
- Maintaining an up to date producer database

Compliance & Risk

- Liaising with local authority officers e.g. Highways, Trading Standards and other bodies
- Maintaining health and safety for stall holders, the public and other involved parties
- Undertaking an annual risk-assessment of operations and preparing an annual management report for the Council's consideration
- Progressing applications and vetting producers and stallholders

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Development

- Suggest any potential improvements in market operations, supplier involvement and customer engagement
- Generate a reasonable volume of shoppers who will enjoy the use of the market
- Sustaining and developing the supplier, producer and stallholder base
- Organising a programme of special events e.g. Meet the producer, cookery demonstrations, tips, recipe cards, children's activities etc.
- Arrange themed markets and special event market days e.g. May Day, Harvest, Halloween
- Explore new opportunities for improving the market for shoppers and stallholders
- Explore opportunities for sponsorship

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Telephone: 01622 630 165 Mobile: 07436 791 709 clerk@bearstedparishcouncil.gov.uk
www.bearstedparishcouncil.gov.uk



Market Manager Competencies

Desired Competency	Statement
Community Spirited	To demonstrate pride and passion in supporting the Bearsted community, through maintaining and developing a successful market.
Positivity	To be approachable and enthusiastic with all parties involved in the market, including the general public within the local community. To maintain a positive approach with work tasks and activities despite any challenges, changes or time pressures.
Efficient & Organised	To ensure market day runs smoothly and all stallholders, producers and other parties have the required information and knowledge to trade successfully. To ensure all the pre-requisites for the market are completed for compliance and efficiency.
Risk & Compliance	To maintain health and safety for stall holders, the public and other involved parties. To complete the required risk assessments for the market operation and keep records and documentation for legal compliance. To continue to monitor and vet producers and stallholders for the continued creditability of the market. Liaise with local authority officers e.g. Highways, Trading Standards and other bodies.
Communication	To be able to communicate clearly and concisely in verbal and written formats. To confidently communicate actions and solutions in the interests of getting the best outcomes.
Relationship Building	To pro actively develop positive relationships with all parties involved for the greater good of the market. To manage any challenges or conflict, professionally and positively and be able to influence and negotiate harmonious solutions and outcomes. To influence key stakeholders with strong rationale and expertise.
Admin Expert	To support and deliver all administration tasks and procedures effectively, with precision and accuracy. To keep records and documentation organised, up to date and accessible, as required. To deal with all market correspondence professionally and promptly.

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IT Literate	To be computer literate and familiar with word and excel. To develop social media channels that can promote the success of the market. To keep the market website up to date and consider new ideas to gauge further interest, awareness and support.
Flexibility	Can work flexibly and is willing to try new working approaches that best meet the needs of the market operation within the agreed guidelines, policies and procedures. Can adapt working patterns and practise to meet changing priorities and deadlines. Actively supports change and seeks new opportunities to work smarter with community presence.
Self Motivated	To continually develop and enhance personal knowledge and skills, particularly industry changes in farming and produce and awareness of food safety challenges and changes e.g. Kent Farmers' Market Association, Produced in Kent, FARMA, DEFRA.

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Market Manager Specification

Bearsted Parish Council is looking to source a community spirited, enthusiastic and efficient contractor to successfully operate and manage Bearsted Market on the Green, in compliance with the law and the Parish Council's objectives, standards and policies.

You will be responsible for providing a community resource that delivers a viable and economic outlet for craft and food producers, supporting local businesses and giving the local community the opportunity to purchase local goods.

You will organise all the pre requisites of the market operation and be the on-site manager on market day. You will be responsible for all activities on the day from arranging and removing banners to collecting payments from stallholders. You should therefore be very organised and have excellent verbal and written communication skills. You will have experience of managing markets, especially in the Kent Area.

You must be able to build strong working relationships with all market stakeholders, including the stall holders, producers, customers and the public, but also external officials from Kent Farmers' Market Association (KFMA), Produced in Kent, FARMA, DEFRA and local authority officials e.g. Highways, Trading Standards, Health & Safety etc. This will include updating Bearsted Parish Council periodically.

You will have good administration skills including the use of Microsoft office packages, word and excel. You will be required to ensure all market records and documentation are accurate and up to date.

You will be responsible for marketing and public relations to increase the markets communication presence particularly on social media channels. You should therefore be computer literate and have a strong understanding, creativity and desire to promote the market positively.

You should be knowledgeable in health and safety and food safety, including assessing risk and ensuring legal compliance for the benefit of all.

You should continually develop your knowledge and skills, particularly keeping up to date with farming industry changes, food safety guidelines and relevant professional institute updates.

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Terms of Contract

Bearsted Parish Council are looking to appoint a contractor to act as the Bearsted Market on the Green Market Manager. The income raised from the monthly markets for the first 12 months will be paid directly to the contractor by Bearsted Parish Council with a negotiable rate paid from month 13.

Submission of interest

If you are interested in applying to become Bearsted Market on the Green Market Manager please supply the following to bearstedprecruitment@gmail.com

- Experience of associated work previously completed
- Any current event being organised
- Your vision of Bearsted Market on the Green in 2019
- An example of a marketing campaign for a special event that you have produced

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