



GETTING
ORGANISED **3**

EXAMPLE JOB DESCRIPTION FOR A MARKET MANAGER

Market Managers plays the key role in achieving the smooth running of the market. They work with the management committee, stallholders and other interested parties to develop and promote the availability of local, fresh produce for their community. Overall, they keeps everyone happy!

We believe it's important that each market has a nominated market manager who then has responsibility for market operations and, ideally, the time to undertake marketing and promotional activity with help from the committee or other volunteers.

In consultation with established managers, we have drawn up what we see as the 'ideal' job description. However, some of this may not be relevant to the way you want your market to run so you might want to adapt it to suit your local circumstances.

You may want to spread the activities identified below across two or three people depending on the resources you have available. Obviously, the details of this may change over time but the main thing is to make sure you have all of the basics covered!

The main areas we believe need attention are as follows:

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 Management Committee's objectives and standards/policies, as described in the Business Plan. These main areas of responsibility include:

- Arranging the putting out of banners, signs etc on agreed day 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.
- 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 Twitter and Facebook
- Planning, record-keeping, correspondence and other activities to support the market and the Committee.
- Managing stalls as and when necessary; for example, vendor staff breaks.
- Undertaking an annual risk-assessment of operations and preparing an annual management report for the Committee's consideration.
- Liaising with local authority officers; for example Highways, Trading Standards or other bodies.

MARKETING AND 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 if you have one.
- Coordinating the production and distribution of leaflets.
- Liaison with local organisations. For example, the Parish Council, Kent Farmers' Market Association, Produced in Kent and similar organisations – FARMA and DEFRA for example.
- Producing market, stallholder and customer material.
- Organising a programme of special events; eg, meet-the-producer; cookery demonstrations/tips; recipe cards; children's activities.
- Attending to correspondence and telephone calls where appropriate.

 Also see:
[Sample Press Release ►](#)




DEVELOPMENT AND CO-ORDINATION

The Market is seen by many as a community resource, to provide a viable and economic outlet for local farmers and producers, to give shoppers access to fresh local products, to support local businesses and to provide a regular opportunity for community groups to contribute to the market. The Market Manager plays a major role in this through the following areas of responsibility:

- Attending regular committee meetings and reporting on progress on issues relating to their role and to assist 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 (for example, the Parish Council and Kent Farmers' Market Association).
- Preparing reports, correspondence and newsletters for local and regional use.
- Maintaining an up-to-date producer database.
- Recruiting and developing new producers, vetting and progressing applications.
- Exploring new opportunities for improving the market for shoppers and stallholders.
- Participating in and undertaking market research.
- Updating procedures and guidance for shoppers and stallholders.

IDEAL PERSONAL CHARACTERISTICS

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

Disclaimer

The information and advice and guidance on this site is provided in good faith, and is for general purposes only, and any reliance you place on such information is therefore at your own risk. Weather conditions and seasonality may impact availability of produce and stall holder attendance at markets, and so we cannot guarantee the accuracy of all information.

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