

## JOB DESCRIPTION

### Farmers and Craft Market Coordinator

Full-Time – Immediate Start

Elstree and Borehamwood Town Council

Salary: £27,711 per annum

Hours: 36 hours per week

Annual Leave: 25 days plus bank holidays

### Job Purpose

Elstree and Borehamwood Town Council is seeking a dedicated and organised individual to take on the newly created role of Farmers and Craft Market Coordinator. The market is now in its second year, and this role has been introduced to support its continued growth and success.

The post holder will be responsible for managing and expanding the market, recruiting stallholders, coordinating all operational requirements, ensuring regulatory compliance, and promoting the market to maximise its reach. Additionally, during periods when the market is not in operation, the role will support the Warden/Caretaker Team, assisting with local facilities and events. The post holder will also oversee staffing requirements for the market and explore potential future market opportunities within the town.

The post holder will report to the Operations and Revenue Officer.

### Key Responsibilities

#### Market Coordination and Development

- Manage and oversee the day-to-day operation of the Farmers and Craft Market, ensuring its smooth and efficient running.
- Identify and recruit a diverse range of local farmers, artisans, and craft producers to ensure a varied and high-quality market offering.
- Build and maintain strong relationships with stallholders, providing support and ensuring compliance with licensing, insurance, and food safety regulations.
- Plan and manage the market layout, ensuring accessibility and efficient stall placement.
- Ensure compliance with health and safety regulations, including conducting risk assessments and implementing necessary measures.

#### Market Staffing and Future Growth

- Manage staffing requirements for the market, scheduling temporary staff or volunteers as needed.
- Identify opportunities for market expansion, including potential new locations or themed market days.
- Work with the Town Council to explore funding opportunities and grants to support future development.
- Network with other market operators and community organisations to share best practices and develop collaborative initiatives.

### Event Management and Promotion

- Develop and implement marketing strategies to promote the market, including the use of social media, websites, and printed materials.
- Organise and oversee special events or themed markets to encourage greater community engagement.
- Work with local businesses, community groups, and stakeholders to encourage collaboration and increase footfall.
- Act as the main point of contact for all market-related enquiries.

### Finance and Administration

- Manage stallholder fees and financial transactions in line with the Town Council's financial procedures.
- Monitor income and expenditure, ensuring the market operates within budget and remains financially sustainable.
- Prepare reports and updates for the Operations and Revenue Officer and Town Council on market performance and potential improvements.
- Maintain accurate records, including stallholder agreements, risk assessments, and incident reports.

### Warden/Caretaker Duties (Outside of Market Operations)

- Assist with general town maintenance, inspections, and caretaking responsibilities as part of the Warden/Caretaker Team.
- Support the setup and running of other community events organised by the Town Council.
- Ensure Council-owned sites and facilities are well-maintained and meet health and safety requirements.
- Work collaboratively with the Warden/Caretaker Team to support local services.

### General Duties

- Attend Town Council meetings as required to provide market updates and feedback.
- Work flexibly, including weekends and early mornings, to oversee market operations.
- Undertake any other duties commensurate with the role, as directed by the Operations and Revenue Officer or Town Clerk.

### Person Specification

#### Essential

- Experience in event planning, market coordination, or a similar role.
- Strong organisational and problem-solving skills.
- Excellent communication and interpersonal skills to engage with stallholders, the public, and stakeholders.

- Knowledge of licensing, health and safety, and food hygiene regulations related to markets.
- Proficiency in social media marketing and promotional activities.
- Ability to work independently and collaboratively within a team.
- Willingness to undertake practical and manual tasks as part of Warden/Caretaker duties.
- Full UK driving licence and access to a vehicle for work-related travel.

#### Desirable

- Experience working within a local government or community setting.
- Familiarity with Elstree and Borehamwood and its local economy.
- Experience in budget management and financial reporting.
- Understanding of grant funding processes and market expansion strategies.

#### Terms and Conditions

- Salary: £27,711 per annum
- Hours: 36 hours per week, with flexibility required for market days and events, including weekends.
- Location: Office-based at Elstree and Borehamwood Town Council, with on-site responsibilities at the market location and other Council facilities.
- Pension: Local Government Pension Scheme (if applicable).
- Annual Leave: 25 days plus bank holidays.
- Start Date: Immediate start available.

This is an exciting opportunity to support and grow an established market, bringing fresh, local, and artisanal products to the community while contributing to broader Council initiatives.

