

Frome Town Council

Job description

Market Co Ordinator

This a part time and fixed term contract

Salary: Grade 6 SCP 25 – 29 (£36, 363 - £39,862) (2025/26), depending on skills and experience

Hours of work: 30 hours per week Tuesday to Saturday - including some occasional evening work and work on Bank Holidays

Leave Entitlement: 25 days per annum plus public holidays (inclusive of 2 extra statutory days) pro rata for part time

Contract: Fixed term, 12 months

Responsible to: Marketing and Communications Manager

The purpose of the role

Frome Town Council is an ambitious, pro-active Council and works on a wide array of projects. The Market Co Ordinator will manage, develop and promote Frome's weekly markets, increasing footfall, improving trader mix and ensure a welcoming experience for residents and visitors.

Main responsibilities and key tasks

- Work strategically and innovatively with the Marketing and Communications Manager to secure the long term future, sustainability and growth of Frome's weekly markets, supporting economic prosperity, increased town centre footfall and civic pride in line with Frome Town Council's corporate priorities.
- Lead the operational delivery, strategic improvement and ongoing development of the twice-weekly markets, ensuring they are welcoming, financially sustainable, professionally managed and reflective of Frome's independent and community led identity.
- Work collaboratively to identify best practice and develop income generating opportunities, improving the market offer and increasing visitor engagement and footfall into the town centre.
- Coordinate and manage the day-to-day running of the weekly markets, including trader liaison, allocations, market layout, set-up and breakdown, ensuring smooth and safe operations at all times.
- Ensure all relevant policies, procedures, health and safety obligations, licensing requirements, food hygiene documentation and public liability requirements are met and properly recorded.
- Work closely with the Events Administrator to ensure compliance requirements for traders and market operations are consistently maintained.

- Lead the implementation of the new booking system, supporting traders through the transition
- Develop and deliver a weekly social media schedule for Frome Weekly Markets and update the website as new traders onboard
- Take part in the appraisal process, undertake identified training and be responsible for personal development.
- During times of absence of colleagues or high workloads, you will be expected to help with or take on additional duties and responsibilities that are in line with the grade.

General

The responsibility for the smooth running of the Council is incumbent on all members of staff. At certain times – when colleagues are absent or during periods of seasonal or high workloads, for instance - you will be expected to help with or take on additional duties and responsibilities that are in line with the grade and purpose of this role.

A flexible approach to working evenings and weekends is required, although this will always be with as much notice as possible. Likewise, some Bank Holidays.

The post-holder has personal responsibility for safety in accordance with Health & Safety legislation and Council policies.

The post-holder will be expected to behave in a sustainable and ethical way; and to spend public funds wisely.

You will be expected to liaise and work with all other colleagues - with the emphasis being on teamwork, providing assistance to others in covering holiday periods, sickness, and any other contingencies when necessary.

Members of staff are to abide by and promote equalities within the Town Council as outlined in the NJC Pay & Conditions of Service and Council's Constitutional Policies.

You should be committed to the Council's Equal Opportunities Policy and to ensure equality of opportunity in service delivery.

This job is reflective of the current position and is subject to review and alteration in detail and emphasis in the light of future changes or development.

Person Specification

Market Co Ordinator

Qualifications - Essential

5 or above in English & Maths at GCSE level or equivalent

Qualifications - Desirable

- Qualification in marketing, events management, business administration or similar field
- Health & Safety certification (e.g. IOSH or equivalent)

Knowledge and Skills

Essential

- Strong understanding of event or market operations, including logistics and coordination
- Knowledge of health & safety and risk management in a public setting
- Ability to plan, organise and oversee multiple tasks and priorities effectively
- Strong communication skills, both written and verbal, with the ability to engage a wide range of stakeholders
- Good digital skills, including use of social media for promotion and basic data analysis (e.g. monitoring footfall or engagement)
- Ability to build relationships and manage stakeholders, including traders, partners and the public
- Problem solving skills and ability to respond calmly to operational issues

Desirable

- Knowledge of town centre economies and local markets
- Experience of branding, place marketing or community campaigns
- Understanding of licensing, compliance or local authority procedures
- Experience of signage, wayfinding or improving customer experience

Experience

Essential

- Organising or coordinating events, markets or similar activities
- Working with customers, businesses or community stakeholders
- Managing competing priorities and delivering to deadlines
- Working both independently and as part of a team

Desirable

- Working in a local authority, town centre or community focused organisation
- Recruiting, supporting or managing traders, suppliers or vendors
- Delivering marketing or promotional campaigns
- Analysing performance data and making improvements

Personal Attributes

Essential

- Integrity and professionalism
- Excellent written and verbal communication skills
- Strong organisational and time management skills
- Self-motivated with the ability to use initiative
- Professional, approachable and courteous manner
- Ability to build positive working relationships and collaborate effectively
- Confidence to communicate with a wide range of audiences and stakeholders
- Leadership capability, including motivating others and taking ownership
- Strong negotiation and influencing skills
- Strategic thinking and ability to see the bigger picture
- Creative approach to problem-solving
- Curious, proactive and willing to learn