



TAVISTOCK TOWN COUNCIL
ROLE PROFILE

POST – MARKET DEVELOPMENT OFFICER

Duration

The appointment will be for a 2 year period to develop the Butchers Hall Market offer at which time the post will be subject to review by the Council.

NOTE – This is a new appointment derived from works to a former market building funded by the Heritage Lottery Fund (HLF) and the Greater Dartmoor Leaf (GDL) to bring the premises back into sustainable market related economic use. The postholder will therefore be required to work in accordance both with the funding requirements of those bodies and closely with the existing commercial offers of the Council, in particular the Pannier Market.

Working Pattern the Position is a full time appointment based upon 37 hours per week. Days of working will be subject to negotiation with the postholder.

GRADE: Scale 6 (£24,174-£26,822)

REPORTS TO: General Manager

MAIN PURPOSE OF THE JOB:

To be responsible for the development, delivery and management of market related uses for the Butchers Hall with a particular focus on delivering the employment and trading outcomes of recent grant awards.

Key objectives for the first 9 months:

- a) Develop a strategy for themed market related usage within an improved & sustainable heritage asset consistent with the HLF application identifying options for use and associated issues
- b) Produce a delivery & marketing plan for the chosen offer including a review of the previously conducted Demand Study (the review to be completed by December 2017).
- c) Develop, deliver and manage by Spring 2018 usage of the premises consistent with the HLF & GDL grants based on achieving full occupancy within 3 years.

SUMMARY OF RESPONSIBILITIES AND PERSONAL DUTIES:

Corporate Responsibilities

1. To identify, develop, deliver and manage options for themed market related uses of the Butchers Hall consistent with the requirements of funders, the provision of co-ordinated sustainable commercial income streams to the Council and the promotion of Tavistock as a destination Town for Markets
2. To research, prepare and produce reports and briefing papers and associated recommendations for action informed by sector best practice and close liaison with partners and stakeholders both in relation to the Butchers Hall 'offer' and linking Council retail/market activities (e.g. footfall, branding, offer co-ordination, customer segmentation, funding identification etc).

Departmental Responsibilities

3. To be responsible for the effective management and delivery of the Butchers Hall Market offer in accordance with good market management practice including, but not limited to, operating arrangements, staffing, trader recruitment, offer development, promotion/marketing and 'fit' with other retail activities of the Council and more widely the Town.
4. To draft, implement & interpret licences, tenancy agreements, leases, regulations & conditions for the use of premises & trading space
5. To promote and embed a responsive customer based culture together with commercial awareness ensuring that the service develops the acumen to identify income generating opportunities, minimise costs and meet customer need.
6. To ensure the delivery of services compliant with relevant statutory and organisational requirements and policy with due regard to professional/sector standards and the goal of continuous professional and organisational improvement
7. To matrix manage such staff as are required to deliver the chosen uses
8. To represent the Council at meetings and other events and fora as required.

Other

9. To maintain personal and professional development appropriate to meeting the needs of the role and to promote same with staff for whom the postholder may become responsible.
10. To be able to work evenings or weekends should the need arise.
11. Such other duties as are commensurate with the grading and purpose of the post.