
Y GÂT

JOB DESCRIPTION & PERSON SPECIFICATION

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Job Description

Post: Y Gât and Farmers Market Manager

Location: Y Gât, Pentre Road, St Clears, SA33 4AA

Hours of Work: 20 hours per week (Tuesday-Saturday). The nature of the role may on occasions require working more than these hours. This will include evening and weekend work.

Responsible to: St Clears Town Council Y Gât sub-group.

Contractual Status: Part time. (Review after successful 6-month probation period).

Role Summary: Deliver programme of activities and monthly farmers' market. Always positively promoting St Clears Town Council and Y Gât's venue brand.

Key Relationships:

- St Clears Town Council members and staff
- Community groups and associations
- Local businesses
- Schools and clubs
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Key Responsibilities, Tasks and Activities Under the managements of St Clears Town Council's Y Gat sub-group

- Manage and coordinate the day-to-day running of Y Gât' promoting upcoming events and activities.
- Create a positive and welcoming environment at the venue that encourages community involvement.
- Manage all aspects of operations, including set-up, break-down, and troubleshooting.
- Manage and coordinate the monthly Farmers Markets, including vendor selection, marketing, and event planning whilst cooperating with the Local Leisure centre.
- Manage the budget for the venue/market ensuring that it is being used efficiently.
- Conduct marketing campaigns to promote the venue/market to potential customers.
- Review and approve applications for new users/vendors who wish to use the venue/participate in the market.
- Ensure compliance with all local regulations.
- Serve as a liaison between the market and local media outlets.
- Establish relationships with local businesses to increase awareness of the venue/market and attract new customers.
- Plan and execute special events and promotions.
- Comply with policies and procedures relating to health & safety, security, fire risk assessment, social media, confidentiality and data protection, reporting concerns to the sub-group.
- Maintain accurate records of transactions and activities.
- Evaluate and produce weekly/ monthly progress reports on venue/market performance and submit to St Clears Town Council.
- Serve as the primary point of contact for all vendors, customers, and other stakeholders.
- Monitor food safety standards of vendors and arrange training about safe food handling practices.
- Develop and implement marketing plans to increase foot traffic and sales.
- Collaborate with other farmers markets in the area to share best practices and improve overall market performance.
- At every opportunity positively promote St Clears Town Council and the Y Gât venue.
- Always act as a good role model, contributing to the overall ethos, work and aims of St Clears

Person Specification

Experience:

- Experience of working in customer service, marketing, or management
- Experience of working with community groups
- Strong organisational and time management skills

Skills and Qualifications:

- Proficient computer skills including use of social media
- Excellent written and verbal communication skills
- Strong organizational and time-management skills
- Proven leadership and team-building skills
- Creative problem-solving skills
- Experience working in a farmers' market or similar retail setting.
- Knowledge of local food systems and agricultural practices.
- Passion for promoting well-being, healthy eating and sustainable food production.

Key Competencies:

- Teamwork and lone working
- Self-motivated, energetic individual
- Good Communication and interpersonal skills
- Ability to relate well to different groups and demographic

Other:

- Valid UK driving licence is required
- An un understanding and commitment to equal opportunities
- An understanding of individual responsibility in complying with Health & Safety policies, licencing rules and other relevant governance arrangements