

Job Description

Job Title	Markets Commercial Development & Events Manager
Directorate	City Development
Service Area	Economic Strategy, Skills & Sustainability
Grade	7
Competency Level	2
Salary	£40,777 - £46,142
Job Type	Office Based
Location	Citywide (Liverpool Food Hub)
Disclosure and barring service (DBS)	Not Required
Job Evaluation Ref No	A9385

Job Purpose

The Markets Commercial Development & Events Manager is responsible for driving the commercial growth and strategic development of the city's markets portfolio. This role leads on diversifying income streams, strengthening trader and customer engagement, curating high-quality market events, and ensuring markets contribute to wider economic, cultural, and place-making objectives

Working with the Head of Markets and Markets Operations Manager to drive the commercial strategy for Liverpool Markets, through scoping new areas of expansion for the city's markets offer. Working with the Market's Operations team to ensure existing assets (including standalone sites of Greatie & Wholesale Market Liverpool) are trading at full occupancy, challenging the norm with an exciting and varied offer for visitors, with new additions and experiences built in where possible to drive additional revenue.

Supporting the Operations team to plan layouts whilst also producing marketing plans for the market offer, alongside planning additional attractions and events, particularly around the specialist/seasonal style and larger scale markets calendar, liaising with other Liverpool City Council services where required

Directly Responsible For:

Not applicable

Directly Responsible To:

Head of Markets

Main Areas of Responsibility:

Strategic and Commercial Development

- Develop and deliver a commercial strategy for the markets service with the Head of Markets, including pricing, partnerships, sponsorships, and revenue diversification
- Identify and pursue new commercial opportunities, such as themed markets, seasonal programming, or food & beverage activations

- Use data, market insights, and trader/customer feedback to
- shape long-term development plans
- Working with the Head of Markets on business case development for market improvements, or new market ventures and trials
- To undertake, assessment of existing offers to ensure they are always operating at full occupancy levels, with varied product mix for customers to enjoy. Working with the rest of the markets team to expand offer categories where and when required and challenging the norm

Operational & Trader Management

- Build strong working relationships with traders, supporting them to grow and succeed
- Ensure markets are in line with trader expectations and their comments listened too and acted on. Whilst supporting the Markets Operations Manager to ensure market standards are adhered too and markets guidelines are followed
- Monitor and improve customer experience across all market sites
- Use and introduce tools to measure effectiveness and success of an asset/market e.g., footfall/feedback/trend. Managing the markets trader database, coming up with new and exciting ways to communicate with our existing traders as well as drive registrations
- Creation and management of commercial reporting within the service
- Working alongside Liverpool City Council's communications and Digital services to ensure a standardised brand message, with several channels used to allow for up-to-date messages to be reached to new traders and visitors about upcoming markets and events
- Ensure attendance at any new market launch, acting as an ambassador to the markets service and Liverpool City Council, and ensuring the co-ordination

with the Markets Operations Manager (operations team) to ensure there is a full event plan prior to the day, and the event/market runs to plan

- Work with the Markets Operations Manager to ensure licencing is effectively managed across the city and supports the Liverpool Markets strategy alongside private growth ensuring a wide and varied offer for the city
- Act as a Duty Manager when required supporting both the Head of Markets and Markets Operations Manager on a rota'd basis ensuring operational requirements are managed including liaising with third party contractors e.g. security / stewarding services
- Work in conjunction with the Markets Operations Manager to ensure the planning, compliance, execution, and overall safety of those visiting or trading at a market site or event. Alongside when necessary, overseeing the day-to-day duty management of the wider markets team, consultants and contractors to ensure effective event / market delivery
- When planning new markets or market style events, working with the Markets Operations Manager to ensure all relative Risk assessments, H&S compliance, people management have been considered and noted. Where required liaise and attend safety advisory groups meetings and liaise with relative services and agencies
- Address issues and complaints that arise and positively rectify in line with Liverpool City Council procedures. Ensuring a positive customer experience throughout the customer journey
- Develop Liverpool City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken

Stakeholder & Partnership Development

- Develop partnerships with local businesses, cultural organisations, BIDs, community groups, and sponsors

- Represent the markets service at stakeholder meetings, business forums, Safety Advisory Groups and city-wide planning discussions
- Work closely with colleagues in economic development, regeneration, tourism, events, and communications
- Working with Council Officers and Members to ensure ward priorities and city-wide plans are considered in planning and creation of new markets and market style events
- Work with other markets across the UK including organisations such as NABMA to consider new ways to generate income to the service, both in line with traditional market offers as well as creating new and exciting marketplaces

Supervision and Management Responsibility:

- Supports the Head of Markets and Markets Operations Manager in relation to duty management ensuring that markets are operating in a compliant manner, Health & Safety is managed through effective planning, and all markets are managed in line with standard operating guidelines
- Supports with matrix line management and supervision of junior members of staff including operational and administrative, to ensure duties are adhered when required on market/event days (Duty). Alongside managing Marketing personnel and other contractor teams when required

Budget and Financial Responsibility:

- Setting P&L for new markets in conjunction with the Head of Markets
- Monitor financial performance and deliver within budget
- Monitor financial performance, deliver within budget and seek savings and efficiencies by exploring opportunities to draw funding where appropriate working with the Head of Markets

- Work with the Head of Markets and Markets Manager to set, monitor, and remain within budget whilst challenging the team to deliver increased efficiencies
- Explores different options for funding and income generation
- Include details of the value of budget/financial responsibility and what this budget should be used for in line with the Head of Markets expectations

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- Expected to undertake site visits at both indoor and outdoor markets
- Support the set up and take down in line with market operating procedures
- Able to drive vehicles across the site

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken

- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values

The post holder will be required to demonstrate the ability to perform at the following competency level **2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Health and safety qualifications or relative experience e.g., NEBOSH/IOSH (A/I/P)

Desirable

- Business / Management / Eventing qualification
- Event/Markets/Retail/Leisure/Sales Management Background

Experience

Essential

- Expansive experience of Commercial strategy Development of busy retail/leisure sites and/or events/markets. With examples of commercial success in either sale/eventing/markets/pop ups. (Retail/Leisure) (A/I/P)
- Overseeing and developing organised events with large footfall (Over 5,000) +, ensuring all aspects of the operation are successfully delivered including scoping, planning, safety, presenting and stakeholder management (A/I/P)

Desirable

- Experience of maximising commercial income generation and using new and innovative methods to grow positive outcomes and increase trends including marketing
- Experience of marketing / customer journey planning
- Experience of handling issues and complaints including maintaining accurate, completion of documents and providing a positive outcome
- Experience of managing the collection of rents, service charges, stall hire, event management etc
- Experience of building, creating, and using reports to drive income/sales

Skills/Abilities

Essential

- Strong stakeholder and partnership-building skills. Proven ability to lead multiple complex projects simultaneously. Showcasing Excellent communication, negotiation, and problem-solving skills (A/I/P)
- Manage commercial budgets, forecasts, and income targets. Using KPIs to track performance (footfall, revenue, occupancy rates, customer satisfaction) (A/I/P)

Desirable

- Pro-active approach to face-to-face public contact
- Ability to apply a methodological and systematic approach to operating the business developing solutions and new processes
- Ability to handle and diffuse difficult situations and reach a satisfactory outcome

- Budget management and including expenditure and income from rents and service charges
- Proficient in all ICT packages with an aptitude for developing systems and programmes specific to the market service
- Knowledge of town/city centre management, place-making, or economic development
- Experience working with small businesses, traders, hospitality, or creative industries
- Understanding of licensing, markets legislation, or public-realm event requirements
- Duty Management and leading a team when required

Commitment

Essential

- To meet and exceed the needs and expectations of customers, traders and the residents of Liverpool (A/I/P)
- To work collaboratively across internal services and with external partners proactively to creatively take a proactive commercial, customer focused and place based delivery approach (A/I/P)
- Ensure the demands and operational needs of the business and overall service are met. With the Availability to work flexibly across the Liverpool Markets sites as part of a 7-day rota pattern and must have a driving licence to allow cross site (A/I/P)

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

Other

Desirable

- To work to towards improving, enhancing and the development of the service offering
- Promote a self-motivated, positive and pro-active attitude and approach to all aspects of work
- Own vehicle

