

Role Profile

Reference Number	11004668
Role Title	Markets Manager
Directorate	Environment
Department	Sport & Leisure
Reports to	Assistant Director, Sport and Leisure Services

Role Purpose

To lead the efficient and effective management, operation and development of Bradford District's open and covered markets and associated services. The role ensures that markets are commercially sustainable, well-managed and aligned to wider Council priorities, including economic growth, regeneration, culture, tourism and community wellbeing.

The post also contributes to strategic planning, ensuring that markets play a key role in delivering district-wide strategies such as the Economic Strategy, Cultural Strategy, City Centre Plan and wider regeneration programmes.

Accountabilities

Lead the operational management and development of all markets services across the district, including covered, open, wholesale and specialist event markets

Provide strategic and operational leadership across a diverse and complex markets portfolio. Ensure markets are effectively managed day-to-day, delivering safe, attractive and commercially viable environments for traders and customers. Continuously assess performance and identify opportunities to modernise, diversify and enhance the markets offer, ensuring services remain responsive to changing economic conditions and customer expectations.

Manage, motivate and develop a workforce to deliver high performance, ensuring effective recruitment, training, appraisal and discipline where required

Lead and develop a multi-disciplinary workforce, setting clear expectations and fostering a culture of accountability, collaboration and continuous improvement. Oversee workforce planning to ensure appropriate capacity and skills across sites, and embed robust performance management processes including appraisal, development planning and appropriate management of conduct and capability.

Oversee capital and development projects relating to markets infrastructure and service improvement

Lead the planning and delivery of capital investment and improvement programmes, ensuring that market assets are maintained, enhanced and future-proofed. Work closely with technical, finance and procurement teams to deliver projects on time and within budget, managing risks and ensuring compliance with governance and regulatory requirements.

Drive income generation and commercial activity, including rent reviews, fees and charges, and exploration of new business opportunities

Develop and implement commercial strategies to maximise income and ensure the financial sustainability of the markets service. Regularly review rents, fees and charges in line with market conditions, and identify new revenue opportunities such as events, partnerships, and innovative retail or leisure uses. Balance commercial objectives with the need to maintain accessibility and support local enterprise.

Ensure compliance with all relevant legislation, market byelaws, lease conditions, and Council policies

Maintain robust systems to ensure full compliance with all statutory, regulatory and contractual obligations. Oversee adherence to market byelaws, tenancy agreements and health and safety requirements, ensuring that both the Council and traders operate within agreed legal frameworks. Manage risk proactively and take appropriate action to address non-compliance.

Contribute to and support the development of strategic plans and policies, ensuring markets are positioned within wider Council priorities

Play an active role in shaping strategic direction, ensuring that markets are integrated into broader Council priorities such as economic development, regeneration, cultural offer and community wellbeing. Provide professional advice and insight to inform policy development and investment decisions.

Build and maintain effective partnerships with internal services, elected members, traders, businesses, contractors and external organisations

Develop strong, collaborative relationships across a wide range of stakeholders to support service delivery and growth. Engage regularly with traders and businesses to understand operational challenges and opportunities, and work with partners to secure investment, enhance the offer and maximise the impact of markets within the district.

Deliver against financial, service and performance targets, managing budgets, income streams and expenditure effectively

Take full accountability for financial performance, including managing significant revenue and capital budgets. Monitor income and expenditure closely, ensuring value for money and financial sustainability. Use performance data and reporting to drive improvements, inform decision-making and ensure delivery against agreed targets and outcomes.

Prepare and present reports, briefings and recommendations to committees, boards and senior stakeholders

Produce high-quality reports and briefings to support effective governance and decision-making. Present complex information clearly and concisely, providing evidence-based analysis, options and recommendations to senior leaders, elected members and external stakeholders.

Promote equality, inclusion and community cohesion through the markets service, ensuring accessibility and engagement with diverse communities

Ensure that markets are welcoming, inclusive and accessible to all communities. Identify and remove barriers to participation for traders and customers, and support initiatives that promote diversity, local enterprise and community cohesion. Embed equality considerations into service planning, delivery and engagement activities.

Knowledge / Skills / Experience required

Knowledge & Skills

- Strong understanding of commercial or retail operations, including income generation and business development
- Good knowledge of local government processes, governance and policy
- Awareness of relevant legislation relating to markets and retail environments
- Strong financial management, analytical and performance management skills
- Excellent communication, negotiation and stakeholder engagement skills
- Ability to manage complex operations and make decisions using professional judgement
- Political awareness and ability to operate in a sensitive public sector environment
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Experience

- Minimum 5 years' experience managing a large, commercially focused operation
- Experience managing significant revenue and capital budgets

- Experience leading and managing teams and complex service delivery
- Experience of contract management and major project delivery
- Experience of performance monitoring and business planning
- Experience of partnership working, including with private and voluntary sectors

Qualifications

- Degree-level qualification or equivalent, or substantial senior management experience
- Evidence of continuous professional development

Dimensions of role (direct/ indirect as applicable) eg total number of staff managed/ total budget/ total scope of role

- Responsibility for a district-wide markets portfolio including:
 - 3 covered markets
 - 2 open markets
 - 1 wholesale market
 - Specialist event markets
- Management of up to **40 staff**
- Accountability for a delegated budget of approximately:
 - **£2.4m expenditure**
 - **£2.9m income**
- Responsibility for significant income generation and commercial performance
- Oversight of capital and development projects within the service

Structure Chart (role of direct reports)



Key benchmarked competencies, traits and motives required to successfully deliver the role (not required for JE. Informs recruitment, succession planning, development and performance management)

Leadership & Strategic

- Provides clear leadership and direction aligned to organisational objectives
- Contributes to strategic planning and service development
- Demonstrates political awareness and sound judgement

	Commercial & Financial • Strong commercial focus with ability to maximise income and value • Effective management of budgets, income streams and financial performance Operational Delivery • Manages complex, multi-site operations • Delivers high-quality services against targets and standards • Plans and prioritises effectively under pressure Partnership & Stakeholder Engagement • Builds strong relationships with traders, businesses, partners and communities • Works collaboratively across internal and external stakeholders Communication & Influence • Communicates clearly at all levels, including senior stakeholders and elected members • Negotiates effectively with tenants, suppliers and partners Improvement & Innovation • Encourages new ideas and continuous improvement • Uses data and insight to inform decision-making and enhance performance
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