

MARKET HOUSE BUSINESS MANAGER – OUTLINE JOB DESCRIPTION

Background

This is an exciting opportunity for a creative, business minded leader to help bring to life the strategic vision for Market House and to make a significant impact on the development of the Penzance centre.

Market House was brought into community ownership in 2022 when it was acquired by PZRC to secure its future as part of a revitalised town centre. Ownership of the building will be retained by PZRC. The Market House project will be delivered by a wholly owned subsidiary of PZRC, Market House Penzance CIC.

The vision is to bring Market House back to life as a financially sustainable asset for the town, driving increased footfall. It will contribute to the evening and visitor economies; offering opportunities for innovative local food entrepreneurs to rent a street food kitchen pod, develop and grow their businesses; and for local young people to gain exceptional levels of hospitality skills.

The role

The purpose of this role is primarily to support successful delivery of the street food hall. The Market House Business Manager will oversee the operational delivery of the street food hall and in particular to optimise revenue generation and secure targets for financial performance.

- Develop and manage implementation of operational business plans for the street food hall to secure delivery in line with PZRC's strategic goals;
- Work closely with the kitchen pod operators to support their delivery and ensure adherence to the terms and conditions of their occupancy agreements which will include monitoring
 - Performance vs targets;
 - Opening hours and attendance;
 - Quality standards;
 - Food hygiene and cleanliness; and
 - Regulatory compliance
- Manage and work closely with the bar manager to secure delivery of a commercially successful drinks operation which works as an integral part of the overall Market House offer and supports the success of other elements of the business
- Create and implement an Events and Activities strategy and delivery plan which will entail developing partnerships and working closely with local stakeholders including Penzance BID, Penzance Town Council, and other local events organisations and stakeholders to contribute to securing

- A cohesive and collaborative approach to town centre events and activities;
- Market House playing a focal role in driving increased local and visitor footfall in the town centre; and
- Market House offering an exciting and attractive draw to local people, local and regional visitors and tourists
- Create and implement a Marketing and Communications strategy and delivery plan to support awareness and engagement across target audiences and successful operational delivery;
- Monitoring and oversight of policies, procedures and regulatory aspects of the business; and
- Monitor delivery vs the operational business plan and financial targets

Personal qualities, experience and skills

- A minimum of 5 years senior manager/ leadership experience, ideally in hospitality, leisure or retail and with experience of and/or a keen interest and understanding of working with the community;
- A strategic thinker combined with hands on operational capability;
- Financially literate, able to produce financial projections and monitor performance;
- Experience of stakeholder engagement and developing strategic and delivery partnerships;
- Strong analytical and communication skills;
- Strong people management skills; and
- Commitment to the community, social and regeneration aims of PZRC.

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