



MARKET TRADER ASSISTANT

SUMMARY

When working with a market trader on a work experience placement with Jobcentre Plus, you could undertake many duties performed by a **market trader assistant**.

Market trader assistants are responsible for customer service on market stalls of all kinds. This involves everything from dealing with customers and selling goods to handling payments and making sure that the goods are attractively displayed.

Your main task will be to help customers find the products they want. You will also offer advice and answer questions, not just about products and prices but also issues like stock availability or any special promotions that may be running. You will seek to develop excellent relationships with customers, ensuring a positive shopping experience so they leave the market feeling satisfied.

Market trader assistants need to develop specialist skills and an expert level of product knowledge. You may have tasks specific to the type of product the market trader sells, such as stemming flowers in a florist and weighing and wrapping food products on a deli counter.

The need to be flexible, adaptable and open to working in different environments is a must. You need to be comfortable with physically demanding work, as it may involve lifting and carrying stock and long periods of standing and serving behind a market stall. At times, market trader assistants may also arrange ordering and delivery of stock.

Depending on their trade, market trader assistants may have to work early mornings and weekends as market traders work long hours. You may work on in an indoor or outdoor market, or even at a festival, fair or show, on a number of different locations.

TYPICAL WORK ACTIVITIES

- Greeting customers
- Assisting shoppers to find the products they are looking for
- Answering queries from customers
- Giving advice on product selection to customers
- Dealing with customer complaints
- Merchandising of products on the market stall
- Involvement in stock control and management
- Receiving and storing stock deliveries
- Reporting discrepancies and problems to the supervisor
- Being responsible for processing cash and card payments



- Dealing with customer refunds
- Supporting marketing and communications efforts
- Assisting with the delivery of sales promotions
- Maintaining cleanliness of working area and equipment
- Ensuring security is maintained to protect against theft and fraud

SKILLS AND PERSONAL QUALITIES

- Comfortable working with members of the public
- A friendly and engaging personality
- Commercially minded with good negotiation skills
- A confident and assertive manner
- Sales focused and able to promote their stall creatively
- Able to work as part of a sales team
- Numeracy skills for dealing with money
- Helpful and polite
- Physically fit
- Smart appearance and articulate

ABOUT MARKET TRADERS AND MARKETS

A market trader sells goods and services on a market stall. Goods can be perishable, such as food and drink, or non-perishable, such as jewellery, cards, toys and clothes. Services can include watch repairs, key cutting or clothing alterations.

Market traders are entrepreneurial, self-employed, independent business-owners. They work on various types of markets, including: retail, farmers, arts and crafts, antique and flea. Many market traders also sell their goods at specialist events, including shows, fairs and festivals.

Markets range in size, from small outdoor weekend markets in rural villages to large indoor weekly markets in urban towns and cities. Local authorities manage the majority of market sites, while others are run by private companies, charities or market trader and/or community cooperatives.

The NMTF is a trade association for market and street traders, mobile caterers and events retailers in the UK. We represent around 22,000 micro-businesses and provides them with liability protection, legal advice and deals from select suppliers. In addition, we run a range of projects and campaigns that contribute to safeguarding the industry. Find out more at www.nmtf.co.uk.