



# Guiding Manager, Edinburgh Castle

**Closing Date: 05 February 2025, mid-day**

**Expected Interview Date: w/c 24 February 2025**

## Recruitment Reference:

HES/25/014

## Starting Salary:

£40,158 per annum

## Salary Range:

£40,158 - £46,141 per annum

## Pay Band:

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## Directorate:

Operations

## Location:

Edinburgh Castle

## Line Manager:

Emma Bowie, Regional Visitor and Community Manager, Edinburgh Region

## Contract Type:

Permanent

## Working Hours:

35 hours per week, 5 days out of 7 (including weekends and evenings)

Thank you for your interest in the post of Guiding Manager with Historic Environment Scotland (HES). This is a permanent and pensionable appointment. Your primary location will be Edinburgh Castle, but you will be expected to travel to visit sites and stakeholders across the Edinburgh region as required.

The Guiding Manager is responsible for overseeing the Guiding team at Edinburgh Castle, ensuring visitors receive an outstanding experience at HES' flagship site.

## About us

We are the lead body for Scotland's historic environment; a charity dedicated to the advancement of heritage, culture, education and environmental protection. We're at the forefront of researching and understanding the historic environment, and addressing the impact of climate change on its future. We investigate and record architectural and archaeological sites and landscapes across Scotland and care for more than 300 properties of national importance. We have a People Strategy, which is an overarching strategy to ensure we support and develop staff within the organisation.

## Our Vision

Our vision is that Scotland's historic environment is cherished, understood, shared and enjoyed with pride by everyone.

## Our Priorities

- The historic environment makes a real difference to people's lives
- The historic environment is looked after,



protected and managed for the generations to come.

- The historic environment makes a broader contribution to the economy of Scotland and its people
- The historic environment inspires a creative and vibrant Scotland
- The historic environment is cared for and championed by a high performing organisation.

## Overview of the post and information about the team

This is an exciting opportunity to work within the Edinburgh Castle management team as part of the Operations Directorate. The Operations Directorate seeks to strengthen HES' regional footprint and bring together delivery of many of HES' activities at a regional and local level across Scotland.

Reporting to the Regional Visitor & Community Manager, the postholder will oversee and manage the Guiding team at Edinburgh Castle. The Guiding team works to provide all aspects of the visitor journey within the castle and is responsible for delivering a world-class visitor experience.

This role will have line management for a large team of colleagues, including Senior Guides and Castle Guides at Edinburgh Castle.

The role will involve working five days out of seven, averaging 35 hours per week, which will also include weekend and evening working as required.

## Key responsibilities, duties and objectives

### Guiding

- Lead the Guiding team at Edinburgh Castle, ensuring the highest standards of service is offered to visitors.
- Work collaboratively with colleagues to maximise and enhance the visitor offer.
- In conjunction with colleagues, you will seek to grow the premium experience offer in line with business needs.
- Support with a range of events relating to Edinburgh Castle including filming, photography and the living history programme.
- Assist with the delivery of major events including the Royal Edinburgh Military Tattoo (REMT) and Castle Concerts.
- On occasion, you will act as the responsible person overseeing a range of events (including Ministerial, Corporate Events and Weddings).
- Liaise with Conservation team on the delivery of works while minimising disruption to visitors.
- Provide relevant reports with regards your team and input into regional planning activity.
- Support with the resolution of customer and visitor complaints, ensuring relevant procedures and processes are adhered to.



## **Community Engagement and Stakeholder Management**

- Work collaboratively with colleagues to maintain Visit Scotland five-star grading status. Ensure mystery visit key performance indicators are met and exceeded.
- Support the Regional Visitor and Community Manager (RVCM) to grow outreach activities within the available budget, increasing the understanding of the cultural value of heritage and the use of sites as a resource for education and learning within the communities.
- Build and maintain constructive relationships with internal and external stakeholders and partners including internal colleagues. Manage working relationships with stakeholder groups assigned to the role.
- Work in conjunction with peers to support the RVCM to deliver the smooth operation of Edinburgh Castle, including major events.

## **Leadership**

- Line management responsibility and leadership of a large team of colleagues within the Guiding team at Edinburgh Castle.
- Lead, motivate and develop yourself and your team to ensure the highest standards of service to visitors and clients.
- Lead on recruitment to ensure sufficient levels of staffing are maintained across your areas of responsibility in line with HES policy.
- Perform Duty Manager responsibilities at Edinburgh Castle working with your colleagues in the management team as part of a rota. This will include weekend and occasional evening working.
- Ensure compliance with all aspects of health, safety, security, and colleague wellbeing in relation to operations across the region.
- Support and contribute to overall Edinburgh region commercial targets.

## **Post Competencies**

You will be assessed against these competencies during our selection process.

### ***Core Competencies:***

- Delivering Excellent Service – Demonstrating a commitment to quality services
- Teamwork - Contributing to and supporting working together
- Planning and Organising - Putting plans and resources in place to achieve results
- Communication - Communicating appropriately and clearly
- Knowledge & Expertise - Applying and developing knowledge and expertise to achieve results - (See below for specific criteria)

### ***Management Competencies:***

- Achieving results - Focusing on the delivery of objectives
- Leading a Team/Project/Task – Focusing on leading a Team/Project/Task or developing people.



## Knowledge, skills and experience

You will be required to demonstrate that you meet the requirements and qualifications below as part of the selection process.

### ***Essential requirements:***

- Experience of leading and managing a successful team
- Experience of delivering and developing guided tours
- Experience in steering teams through change management processes
- Experience working collaboratively to conceive and deliver innovative solutions to challenges
- Experience working to and achieving commercial targets
- Proven track record in developing and implementing premium experiences in a visitor or heritage environment
- Stakeholder management experience
- Excellent communication skills
- Knowledge of Microsoft Office packages

### ***Desirable requirements:***

- Experience of managing budgets
- Experience of working within the heritage sector
- Familiarity with Edinburgh Castle's operation and layout

## What we offer

We welcome applications from all nationalities, assuming that they have the right to work in the UK: applying for a job with us could open the door to a unique work environment. It will give you job satisfaction and excellent development opportunities, plus a competitive salary, 25 days paid holidays (rising to 30 days after 3 years' service) and 11.5 public holidays a year – pro rata for part time staff.

In addition, we offer a great benefits package to our employees which includes:

- flexible working hours (where appropriate)
- special leave
- maternity/paternity leave
- adoption leave
- reimbursement for relevant professional subscriptions
- support for further education and personal development
- study leave for work related courses
- access to a learning resource centre

## Health and welfare

We offer you access to:

- our Employee Assistance Programme – for confidential advice and counselling
- an occupational sick pay scheme
- discounts at some local authority leisure facilities
- access to a free Headspace membership
- interest free loans for bicycles and annual travel passes (see 'season ticket' below)
- reasonable adjustments when needed, as part of our Equalities policy

## Staff discounts

You will receive:

- free entry to all of our properties (with up to three guests)
- free entry to English Heritage, Manx and Cadw properties
- 20% off purchases in our retail outlets

## Season tickets

You can receive an advance to help with the cost of buying an annual season ticket for travel between home and work. The advance is then repaid from your salary over the life of the season ticket. Available to all permanent and fixed-term staff.



## How to apply for this post

You can apply on-line by visiting our website at <https://applications.historicenvironment.scot/>

Guidance on completing the application can be found in the 'Guidance notes for applicants' document, also available at the above website, which we recommend that you read, in conjunction with this Job Description.

Your application must arrive by the advertised closing date. Please note that when applying online, we will only be able to see your application once you fully submit it.

If you are unable to complete an online application form, please email [recruit@hes.scot](mailto:recruit@hes.scot), quoting the job title and recruitment reference, and we will arrange for an application form to be sent to you.

Please note that, as we operate an electronic recruitment system, we will contact you via the email address that you provide in your application to inform you of the outcome of your application.

For further information about the post, please contact Emma Bowie, Regional Visitor & Community Manager, via email at [emma.bowie@hes.scot](mailto:emma.bowie@hes.scot)

We welcome all applicants from under-represented groups within HES. We know from our [equality monitoring](#) that we need to increase our diversity in terms of ethnicity and disability. We also want to address occupational areas where the ratio is disproportionately in favour of women or men. We ask all applicants to complete the Equality Monitoring section of the recruitment paperwork to help us pursue a diverse and inclusive workforce. In support of our Gaelic language plan we welcome applications from Gaelic speakers.

Human Resources  
Historic Environment Scotland