



District Visitor and Community Manager – Stirling Castle

Closing Date: Friday 24th June 2022, midday

Expected Interview Date: w/c Monday 4th July 2022

Recruitment Reference:

HES/22/148

Starting Salary:

£34,303 per annum

Salary Range:

£34,303 - £39,873 per annum

Pay Band:

D

Directorate:

Operations

Location:

Stirling Castle

Line Manager:

Liz Grant, Regional Visitor and Community Manager Central Region

Contract Type:

Permanent

Working Hours:

Full-time (37 hours per week, 5 days out of 7)

Thank you for your interest in the post of District Visitor and Community Manager based at Stirling Castle with Historic Environment Scotland. This is a permanent and pensionable appointment.

You'll lead all our visitor and community services in relation to Stirling Castle running a successful operation that delivers an outstanding service to visitors and local communities. You'll lead a team of customer service and community engagement colleagues, creating an empowering culture that inspires innovation, collaboration, and continuous improvement.

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

The District Visitor and Community Manager is a new management role in our Operations Directorate. The Operations Directorate is a newly created Directorate that will strengthen our regional footprint and, for the first time bring together under one directorate, delivery of many of HES' activities at a regional and local level across Scotland.

Reporting to the Regional Visitor and Community Manager, the postholder will manage the Visitor and Community Services activities relating to the District. You will be in a team with other District Visitor and Community Services Managers and will also work closely with your partners in the local conservation teams. Together you will deliver for HES an outstanding experience for visitors, enrich local communities, and run a successful commercial operation.

You will be responsible for leading the operational management of our visitor and community services relating to Stirling Castle. You'll line manage a team of Managers with strong people management skills, you'll encourage a culture of collaboration, empowerment and innovation, with attention to detail and an enthusiasm for building connections with visitors and communities.

Working with the Regional Visitor and Community Manager, you'll support with the development of plans to grow our success in community engagement and increase our commercial income, contributing ideas and maintaining an ongoing plan of activity. You'll know how to make the most of the resources available to you, working efficiently and effectively to deliver the service across multiple sites.

You'll manage local relationships with key stakeholders and partners, working with them to make sure our service remains relevant, accessible and connected to the community. You'll partner with colleagues across HES to deliver events from individual celebrations like weddings to educational activities and exhibitions designed to grow the understanding of Scottish heritage and culture.

You will support the wider work of the Directorate and of HES by working collaboratively and sharing your insight and experiences with colleagues. Coordinating with partners across HES, you'll help land projects and initiatives in your District, getting involved in design, communication, delivery, and review. You'll also have a vital role in supporting the work of our conservation team as they care for our monuments, constructively negotiating with them over plans for works on your sites, working flexibly over the use of resources, and supporting with the delivery of compliance activity where needed.

You will have strong customer and business improvement focus to HES, able to balance competing priorities with an eye for detail and the ability to think about the wider impact of your decisions. You will be tenacious and resilient, required to demonstrate excellent judgement, initiative, and collaborative skills.



Key responsibilities, duties and objectives

Overall Planning

- Support the Regional Visitor and Community Manager with the development and maintenance of a multi-year programme of site and district-level visitor and community engagement activity for your Region. Maintain a District-level plan of operational and engagement activity.
- Support the wider priorities of the Directorate, including the care of our properties, by working collaboratively with colleagues, cross-functionally and cross-Regionally, to solve problems and implement the best solution for the organisation with the resources available to you.
- Support leaders in the Directorate and partners across the organisation with the continuous development of HES by sharing insights and data from your District and working collaboratively to deliver projects and improvements relevant to your role. This includes the regular submission of statistical data to measure corporate performance.

Service delivery

- Manage the visitor and community operation activities in relation to Stirling Castle, ensuring consistent national standards are applied, delivering against agreed performance indicators and creating the highest standards of service to customers visiting those sites. In doing so, implement plans for sites in conjunction with other parts of the organisation.
- Effectively and efficiently manage the resourcing levels and operating standards associated with the visitor operations at sites within your District to deliver a successful service.
- Manage the overall development, delivery and facilitation of events at Stirling Castle, working with local teams, colleagues across HES and third-party groups to provide a range of experiences and services for visitors and communities.
- Delivery of handling collection boxes at third party events.
- Support with the resolution of operational issues on sites ensuring relevant procedures and processes are adhered to.
- Support the Regional Visitor and Community Manager with the delivery at a District level of sustainable growth of commercial income at sites, working closely with colleagues across HES to take an innovative, proactive approach to local retail, ticketing, events, marketing, and partnerships.
- Support with the delivery of the volunteer programme, ensuring all members of local communities who contribute to the work of HES within the District feel welcome, engaged and safe.
- Respond to all complaints in a timely manner and at a high standard, ensuring relevant procedures and processes are adhered to.
- Ensure compliance with all aspects of health, safety, security, and colleague wellbeing in relation to visitor operations at Stirling Castle.

Community engagement and stakeholder management

- Build and maintain constructive relationships with internal and external stakeholders and partners relating to the visitor and community operations within your District. Manage working relationships with stakeholder groups assigned to the role, including but not limited to:
 - HES Partnership Site groups, including delivery of partnership package
 - Non-commercial relationships with groups such as Destination Management Organisations, Local Tourism Groups, Local Authorities, Community Groups,

Friends Groups, local event providers and other attractions and visitor related operators.

- Colleagues and contacts in relation to tourism road signage management in the Stirling area.
- Established Business Improvement District companies.
- Support the Regional Visitor and Community Manager 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 communities.
- Work with colleagues to deliver HES responsibilities under the Community Empowerment Act, while actively engaging and promoting the Act to Stakeholders.
- Proactively seek to build and maintain an understanding of the wider context in which decisions are made and actions taken, staying informed on the key activities happening within the Region and the major activities and priorities for the organisation.

Management

- Effectively and efficiently manage the budget allocated to Visitor and Community operations for Stirling Castle and ensure compliance with HES governance arrangements.
- Lead and manage a team of site-based colleagues, complying with HES policies and procedures, and encouraging a culture of empowerment, developing colleagues to support HES in realising our ambition and enabling us to be a great place to work for all.
- Support site teams to use their local knowledge and experience to contribute to the continuous improvement of the visitor experience and commercial success of the site, including exploring ideas for events.
- Role model a proactive, collaborative, outward-facing culture, thinking creatively about opportunities, developing networks internally and sharing the work and experiences of colleagues in the District with the wider Directorate and organisation.
- Partner with the other managers to ensure effective cover in the event of absence, and as part of an on-call rota covering business continuity incidents.



Post Competencies

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 your team - Leading and 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 successfully managing either a heritage, cultural or tourist destination operation.
- Experience of leading a successful team in a context relevant to the requirements of this post.
- A proven track record of performing against organisation targets.
- Experience of managing productive working relationships with community partners or volunteers
- Experience working collaboratively cross-functionally to solve problems or deliver services
- Excellent communication skills and attention to detail
- Knowledge of the type of work covered by the role

Desirable requirements:

- Experience managing budgets
- Experience of managing an operational plan
- Knowledge and experience of growing commercial activity.

Qualifications & Professional Memberships (desirable):

- Qualifications or skills and experience at SCQF Level 7 (e.g., Certificate of Higher Education, Professional Development Award)
- Relevant professional qualification

What we offer

Historic Environment Scotland – Longmore House, Salisbury Place, Edinburgh, EH9 1SH
Scottish Charity No. SC045925
VAT No. GB 221 8680 15

We welcome applications from all nationalities, ensuring that they have the right to work in the UK and applying for a job with us could open the door to a unique work environment. It could also give you job satisfaction and excellent development opportunities, plus a competitive salary, 25 days paid holidays (rising to 30 days after 5 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
- 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, 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 Liz Grant, Regional Visitor & Community Manager, Central via email liz.grant@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