



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA

Commercial Planning Manager

Closing Date: Monday 5 December 2022, midday

Expected Interview Date: w/c 19 December 2022

Recruitment Reference:

HES/22/276

Starting Salary:

£43,960 per
annum

Salary Range:

£43,960 -
£49,715 per
annum

Pay Band:

E

Directorate:

Marketing and
Engagement

Location:

Edinburgh

Line Manager:

Nick Thomas,
Head of Strategy
and Planning

Contract Type:

Permanent

Working Hours:

Full-time, 37
hours per week

Thank you for your interest in the post of Commercial Planning Manager with Historic Environment Scotland, based in Edinburgh. This is a permanent and pensionable appointment.

Over 2021 and 2022, we have been reshaping our structure to strengthen our operating model for the future. We are moving to a structure with seven Directorates, including the new Marketing and Engagement Directorate which will bring the marketing, communications, engagement, commercial, digital and outreach activities of HES under a single function.

Your role will be responsible for managing the alignment, development and monitoring of all commercial and engagement strategies across the Marketing and Engagement Directorate.

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 Strategy & Planning Team leads on the alignment of commercial business plans and develops the use and benefits of our commercial systems to improve business procedures. We provide analysis and insight of the business including trend analysis, business case development and income forecasting to optimise HES' commercial performance. The team develops and monitors best practice for key operational tasks both on site and within head office teams and is responsible for the development of payment methods online and on site.

The team works closely with colleagues across the Marketing and Engagement and Operations Directorates to identify and facilitate new revenue opportunities, streamline visitor operations and gain efficiencies for the business.

You will have experience in a commercial and/or visitor-based sector, actively inputting to strategic plans that drive business benefit. You will have a strong eye for detail and the ability to provide an objective approach to business plan development.

You will have a good understanding of key wider sector factors and trends. You will have strong networking and influencing skills with an ability to work and empathise with the concerns and challenges of colleagues at all levels across teams.

A positive problem-solver, you will be able to see the opportunities within the problems presented to you; this will be enhanced with strong planning skills and an ability to adapt quickly to changing circumstances.

Key responsibilities, duties and objectives

- Coordinate and support the development of all visitor & commercial business plans in the Marketing and Engagement Directorate.
- Provide a consistent and accurate approach to business plan development, ensuring that all objectives and outputs are aligned to corporate objectives.
- Influence, challenge and support Heads of Business to ensure that all business plans are aspirational, innovative and follow best practice where it exists.
- Carry out external benchmarking across industry leading operations to ensure that business plans include and surpass best in class examples in their respective areas.
- Work with Heads of Business to ensure that all Business Plan objectives are measurable and prioritised to ensure full business and customer benefit.
- Develop the reporting and analytical requirements associated with each business plan, linking with regular commercial reporting as appropriate.
- Lead on all business plan monitoring and evaluation within agreed timeframes.
- Work with appropriate teams to help ensure the delivery of business plans in line with agreed policies and procedures, gaining efficiencies where possible.



- Represent Historic Environment Scotland at all meetings as necessary both internal and external.

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 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 working in a senior strategic role with the ability to influence decisions and plans.
- Direct experience in the development of business plans and analysing business trends.
- Extensive analytical experience, with the ability to interpret data to help inform plans.
- Experience of business forecasting & scenario planning.
- Experience of producing and analysing financial contribution within the business plan process.
- Experience of monitoring and reporting against targets.
- Highly numerate and analytical.
- Excellent written and oral communication skills.

Desirable requirements:

- Experience of working in the tourism sector.
- Knowledge and experience of Historic Environment Scotland.
- Experience of working in a commercial environment.



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.



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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 Nick Thomas, Head of Strategy and Planning via email at nick.thomas@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