

Head of Visitor Experience / Castle Manager

BRAEMAR CASTLE

Post Title:	Head of Visitor Experience / Castle Manager (F/T)
Project:	Braemar Community Limited
Post :	FTE 35 hours per week over 5 days (7 hours per day), Annualised hours option available. 30 days holiday – 6 weeks pa Up to 5 days a year Professional development/Training The Board of Directors are open to negotiating a 4 day working week
Salary:	£35,000 p.a.
Location:	Braemar Castle AB35 5XR - some hybrid working over winter season
Reports to:	Braemar Community Board of Directors and the Pre – Opening Consultant

*Assistance would be offered to the right candidate with finding accommodation in the area, if required.

About Braemar Community Ltd

Braemar Community Ltd (BCL) is a Scottish charity (SCO38573) and Company Limited by Guarantee (SC276254) that works to achieve the sustainable economic, environmental and social development of the community of Braemar. In 2007, Braemar Castle became the first castle in Scotland to be operated by the community. It sits in a spectacular setting in the heart of the Cairngorms National Park. The castle is operated by Braemar Community Limited, a non-profit organization operated by the residents of Braemar.

About BCL's Raising the Standard Project

Raising the Standard is a £1.6M project funded by both National Lottery Heritage Fund & Historic Environment Scotland which commenced project development of the project in 2019, project delivery in 2021 and the capital works is due for completion in June 2023. The Lottery funded project will continue to be delivered until spring of 2025.

Project Vision Statement

RtS is transformational in terms of the future it offers Braemar Castle to progress to being a leading local attraction, benefitting both the village and the rural economy of the area.

- To protect and preserve the A Listed Braemar Castle
- To grow visit numbers and visitor satisfaction to a sustainable level for the long-term viability of the Castle as a visitor attraction

- To enhance capacity and organisational resilience such that the management of the Castle is secure over the long-term
- To offer new and enhanced participation opportunities for locals further embedding our Castle in the local community and enhancing the positive contribution we make to their quality of life and wellbeing.
- To share the Castle's heritage and the benefits of engagement amongst a more diverse range of audiences by working with new partners, with a particular focus on supporting mental health and wellbeing
- To draw new visitors to Braemar and offer new and more training and skills opportunities in support of our fragile, rural economy

Job Purpose:

- The Head of Visitor Experience/Castle Manager will lead a team comprising of an Activity Manager, an Outreach Coordinator, the Evaluation team and a Caretaker to ensure the delivery of Braemar Castle's Raising the Standard project which will complete in 2025.
- Ensure the smooth day to day running of Braemar Castle maximising the opportunities offered by the recent refurbishment program and preserving the core values which have sustained the Castle as a community led visitor attraction since its opening in 2007.

Key responsibilities:

OPERATIONS AND PEOPLE MANAGEMENT

- Manage the day-to-day operation of the Castle including administrative tasks.
- Ensure the Visitor Experience is always delivered at the highest possible standard of quality and safety.
- Manage the Castle team and volunteers as well as liaise with the Board of Directors.
- Work with the Activity Manager to recruit, train and manage the Castle Volunteers including their rostering.
- Ensure the values of community and inclusivity which are been pillars to the Castle management since 2007 continue to be fundamental values of the day-to-day operations.

MAINTENANCE AND HEALTH AND SAFETY POLICY

- Deliver a high standard of Maintenance and Caretaking of the Castle building, contents and grounds by managing the schedule of the Castle Caretaker and Caretaking volunteers as per Maintenance Schedule.
- Work with Castle caretaker and volunteers to implement and monitor the Health and Safety policy.
- Collaborate with Collection Manager and Activity Manager to care, preserve, store and display the Castle collection.

RAISING THE STANDARD PROJECT RESPONSIBILITIES

- Support the Activity Manager in delivering the Community engagement Activity Program as well as contribute to the planning and delivery of future events and exhibitions.
- Report progress to funding bodies in particular Heritage Lotter Fund.

MARKETING AND SALES

- Deliver and continuously develop the Marketing and Digital Strategy with the support of an external Marketing resource.
- Represent the Castle during sales missions with the support of dedicated volunteers with local marketing organisations to maximise opportunities to promote the Castle as a visitor attraction.
- Engage with formal local community networks and groups to widen participation in the Castle's heritage and strengthen relationships between the Castle, the local community to maximise visitor numbers

FUTURE DEVELOPMENT

- Work in collaboration with Directors of BCL and the Activity Manager on grant funding applications to continuously improve the fabric and contents of the Castle as well as enhance the Visitor Experience.
- Support the Castle Fundraising Manager by promoting and take part in Fundraising events

FINANCIAL

- Contribute to creating a yearly budget and deliver a positive financial result through various revenue strands (visitor entry fees, bespoke experiences, special events, castle shop sales)

Person Specification:

Specification	Essential (E) Desirable (D)
Qualifications	
A degree or equivalent relevant experience	E
Knowledge and Experience	
Experience of managing a heritage organisation/tourism attraction	E
Commercial awareness and financial acumen with a creative ability to identify income generation opportunities.	E
Working understanding of NLHF Funding Programmes and reporting	D
Experience of managing outreach and activity programmes within a heritage organisation	D
Implementing and overseeing good practice relating to safeguarding and confidentiality in the context of community outreach work	E
Collating, analysing, evaluating and presenting data	E
Working with volunteers	E
A passion for being part of a community, volunteer led enterprise.	E
Experience in Event management.	D
Full driving license and car owner.	E
Skills and Abilities	
Good IT skills, including MS Office and databases with an understanding of social media and other digital marketing.	E
Excellent organisational skills and attention to detail	E
Excellent communication and interpersonal skills – ability to inspire and motivate volunteers	E
Ability to work on own initiative, manage time and workload effectively to meet deadlines, and ability to work as part of team	E
Good writing skills, including reports	E
Ability to work with confidential information	E
Flexible in approach to duties	E
An understanding of working in conservation.	D
An understanding of the challenges posed by a historic listed building.	D
A passion for Scottish history and heritage with an interest in sharing, preserving and educating.	D

Application Process:

- To apply for the role please e-mail a CV & Cover Letter to Contact details: Federica Bertolini Pre-opening Consultant Braemar Castle Federica@braemarcastle.co.uk. Contact Number to discuss role: 07876 327603
- Rolling interviews
- Closing date: 28/3/2023