



Job Title	Area Visitor Services Manager
Pay Band & Range	Pay Band 5 / CS EO - £28,978 to £31,062
Starting Salary	£28,978
Business Area	Visitor Services
Location	Moray & Aberdeenshire
Contract Type	Permanent
Number of Posts	1
Line Manager	Regional Visitor Services Manager
Closing Date	Applications are accepted until 11.55 pm on the closing date.
Working Pattern	This is a full time vacancy; however, we are a flexible employer and encourage applicants who wish to work other flexible working patterns to apply, as requests will be considered.
Nationality Requirements	<p>We are currently unable to sponsor individuals to work in the UK; therefore it is essential that you ensure you have the Right to work in the UK before applying to work with us.</p> <p>You are also be required to meet the nationality requirements to work for the Civil Service.</p>
Disability Confident Scheme	Applicants claiming a guaranteed interview will be invited for further assessment should they meet the minimum essential criteria listed in this document.
Further Information	<p>Further information about this post is available from HR@forestryandland.gov.scot</p> <p>If you have any queries relating the recruitment process or require any adjustments for the application process, please contact HR@forestryandland.gov.scot.</p>



About the team

Forestry and Land Scotland (FLS) is an agency of the Scottish Government. We manage Scotland's Forests and Land on behalf of the Scottish Ministers.

FLS East region covers 89,000 ha of forests, it stretches from North Fife in the south to the Moray coast in the north and includes Highland Perthshire, Angus, Moray and Aberdeenshire.

The Visitor Services Team are responsible for providing a high quality visitor experience through the management of the recreational facilities, engagement with visitors, lease holders and event organisers and participants.

The Visitor Services team manage public access and safety across The geographically diverse holding includes 117 managed trails 3 visitor centers and supports the mental and physical wellbeing of over 3 million visitors annually.

What you will do

Working with a small team, you will manage a diverse range of sites. This includes key coastal sites in Moray and Bennachie in Aberdeenshire. You will work with colleagues to provide a high quality visitor experience, in a safe and cost effective way.

Part of the role is to encourage new audiences to our sites, working with neighbours, groups and communities to enhance visitor experience. Increasing the financial sustainability of our sites is very important with the generation of income through car parking / events / leases and other sources is becoming an ever increasing priority. Building working relationships with partners to develop and oversee infrastructure projects. Occasional evening, weekend and public holiday work are a requirement for the role.

Main Duties

- Maintain & Develop a high quality visitor experience across the forest estate,
- Increase the financial sustainability of our recreational sites,
- Work positively and proactively with customers, stakeholders, communities, businesses and partners;
- Represent FLS at community, business, partner and stakeholder meetings;
- Deal promptly and helpfully with any enquiries and complaints;
- Develop strong and positive relationships across the region and promote excellent internal communications;



- In line with national strategy and regional plans seek out new ideas, opportunities and projects to develop the business within your area: revenue opportunities, partnerships and enhanced experiences;
- Specify and monitor routine safety checks for your sites; support colleagues as necessary to carry out these checks;
- Specify and monitor routine maintenance work for your sites; liaise with colleagues to support standards;
- Specify project work for your sites to maintain and develop high quality recreation facilities: create work plans as needed and work closely with delivery colleagues to get this work done;
- Manage your local visitor services staff by agreeing clear responsibilities and work programmes, in line with regional and national priorities;
- Promote a high level of customer focus and high standards of delivery amongst staff;
- Monitor and support skills and knowledge development for staff, through coaching and access to training;
- Promote a safety-first culture in all aspects of the role: a safe and healthy environment for visitors and staff, in line with corporate standards and industry best practice.

Success Profile

Below are details of the [Success Profile](#) that make up this role. You will be expected to provide evidence to show how you meet the criteria at application and/or interview stage.

Behaviours

Behaviour 1 and Lead Criteria: Managing a Quality Service

Behaviour 2: Communicating and Influencing

Behaviour 3: Working Together

Behaviour 4: Seeing the Big Picture

Experience

Essential:

- Substantial experience of managing recreation facilities within the countryside / recreation / tourism sector to a high standard;
- Staff management experience;
- Budget management experience;
- Exceptional communication skills;



- Capable of working effectively with a wide range of people;
- Current driving licence with access to a vehicle (mileage reimbursed). Alternatively, we will consider other proposals that allow you to travel to remote rural areas that are not served by public transport;
- Competent in the use of IT with a good working knowledge of Microsoft applications including Excel, Word and Outlook.

Desirable:

- Ability to use GIS or equivalent software, with a commitment to learn more;
- Knowledge of countryside and land management, with a commitment to learn more;
- Experience of partnership working with communities;
- Contract / project management experience;
- Experience of revenue generation/commercial activity.

Strengths

You will not be assessed against this at application stage. However, this will be assessed if you are successful for interview

What we offer you

If successful, you will be entitled to a wide range of benefits. This includes:

- A generous annual leave allowance of 25 days, rising to 30 days per year after 5 years' service. In addition, there are currently 11.5 days of public and privilege holidays, dates of which are set annually;
- A competitive [contributory pension scheme](#);
- Annual pay progression (subject to Scottish Government approval);
- Access to an ASVA card, giving you free access to over 480 visitor attractions and sites across Scotland;
- Employee discount with Forest Holidays;
- Cycle to Work Scheme;
- A generous paid maternity and paternity leave;
- We recognise the importance of enabling employees to achieve a healthy work-life balance by offering flexi-time arrangements in areas of the business where it is appropriate to do so;
- Access to join the Civil Service Sports Council (CSSC), which offers a number of discounts, access to leisure activities, gyms and much more;



- Free car parking spaces for staff (dependent on the office location);
- Employee development opportunities - Personal and professional development with a range of in-house courses offered by our Learning and Development team;
- Fully funded professional accreditation fees required for your role, where applicable;
- Access to the Employee Assistance Programme – available all year round (24 hours, 7 days a week);
- Trade union membership for those interested in joining one.

Additional information

Where a vacancy attracts more than 10 applications, only certain 'essential' criteria, known as 'lead criteria', will be assessed at sift stage, providing this is specified in the advert. However, it is still important that you complete the entire application form in sufficient detail, as there is no way of knowing that a vacancy will have a high number of applications.

We strongly believe in an inclusive and supportive work culture. We welcome applications from everyone regardless of background. We are currently under-represented by women; therefore we encourage applications from females.

Concerns about our recruitment

If you believe that the Civil Service Recruitment Principles have been breached you can submit a complaint to the Head of People and OD who will assess compliance with the Recruitment Principles but will not review the decision(s) of the selection board.

If you are not satisfied with the response from your complaint, you may submit an appeal to the Civil Service Commission, as set out in the complaint outcome letter. For more information on the Civil Service Commission Complaints Procedure, please [click here](#).