



# District Visitor and Community Manager (Grampian)

**Closing Date: Wednesday 4 January 2023, midday**

**Expected Interview Date: Late January 2023**

## Recruitment Reference:

HES/22/254a

## Starting Salary:

£36,018 per  
annum

## Salary Range:

£36,018 -  
£41,866 per  
annum

## Pay Band:

D

## Directorate:

Operations

## Location:

Fort George or  
Duff House

## Line Manager:

Sian Evans,  
Regional Visitor  
and Community  
Manager

## Contract Type:

Permanent

## Working Hours:

Full time, 37  
hours per week

Thank you for your interest in the post of District Visitor and Community Manager (Grampian) with Historic Environment Scotland, based at Fort George or Duff House. This is a permanent and pensionable appointment.

You will lead all our visitor and community services within the Grampian district, running a successful operation that grows community engagement and commercial income and liaise closely with colleagues across the organisation. You will lead a team of customer service and community engagement colleagues working across various sites, 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 (DVCM) is a new 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 HES activities at a regional and local level across Scotland

Reporting to the Regional Visitor and Community Manager (RVCM) for the North Region, you will take a lead role in facilitation and support of Visitor and Community services activities in the district. You will be in a team of four DVCMs covering districts across the North and work closely with our District Works Manager who leads on the care of our historic monuments and associated buildings. Along with the DVCMs from other districts in the North, you will be planning and delivering for exceptional visitor experiences, enriching local communities, and running a successful commercial operation at our staffed properties across Grampian.

You will have direct line management for a team of Monument Managers at our staffed sites across the district and will be responsible for their personal development, coaching and supporting attainment of corporate outcomes. Working collaboratively across the organisation, you will encourage your people to engage with HES's objectives and explore new opportunities for their development.

You will work with the RVCM to create an innovative plan of visitor and community engagement activity in the Grampian district, working efficiently and flexibly with the resources available to you and communicate effectively progress towards achievement of these outcomes.

You will work at a local level to grow our commercial activity at sites within your area, working with partners across HES to sustainably increase income across our ticketing, retail, events and catering operations.

You will be able to balance competing priorities with an eye for detail and the ability to plan long-term. You will be tenacious and resilient, required to demonstrate exemplary personal judgement, initiative, and collaborative skills.

Grampian sites include Elgin Cathedral, Duff House, and Huntly Castle. It is a large and diverse district with significant potential to develop further with a strong leader in post who can effectively communicate internally and externally. This post will allow you the opportunity to strengthen your own skills.

***Please note that this role will involve regular travel to sites across the Grampian district, many of which are not accessible by public transport.***



## Key responsibilities, duties, and objectives

### Overall Planning

- Support the Regional Visitor and Community Manager (RVCM) with the development and maintenance of a multi-year programme of site and district-level visitor and community engagement activity for Grampian.
- 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.

### Service delivery

- Manage the visitor and community operation activities for all properties within the district, ensuring consistent national standards are applied, delivering against agreed performance indicators and creating the highest standards of service to customers visiting those sites.
- Effectively and efficiently manage the resourcing levels and operating standards associated with the visitor operations at sites within Grampian to deliver a successful service.
- Manage the overall development, delivery and facilitation of events at all sites in Grampian. Work with local teams, colleagues across HES and third-party groups to provide a range of experiences and services for visitors and communities.
- Support with the resolution of operational issues on sites ensuring relevant procedures and processes are adhered to.
- Support the RVCM 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 across Grampian.

### 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
- Support the 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.
- 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 within Grampian 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.
- Line management of the Monument Managers and Key Keeping colleagues in the district.
- 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 Grampian 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

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 successfully managing either a large single-site, or smaller multi-site, heritage, cultural or tourist destination operation.
- Experience of leading a large, successful team in a context relevant to the requirements of this post.
- Knowledge and experience of leading the successful delivery of a complex operation, including delivery against, and the management of, operational plans, targets and budgets.
- A proven track record of increasing community engagement.
- Knowledge and experience of growing commercial activity.

- Experience working collaboratively to conceive and deliver innovative solutions to problems.
- Exemplary personal judgement, communication, stakeholder management and influencing skills.
- Knowledge of the type of work covered by the role.

**Desirable requirements:**

- Experience and knowledge of working for a public body.
- Experience of successfully managing external stakeholders.



## 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/>

We are looking for you to complete a statement of competence looking at the essential and desirable requirements of this role. Guidance on completing a statement of competence can be found in the 'Recruitment Guidance' 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 Sian Evans, Regional Visitor and Community Manager via email at [sian.evans@hes.scot](mailto:sian.evans@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