



Regional Visitor & Community Manager, Stirling Castle

Closing Date: Wednesday 4th September 2024 (midday)

Expected Interview Date: Monday 26th September 2024

Recruitment Reference:

HES/24/175

Starting Salary:

£47,978 pro rata per annum

Salary Range:

£47,978 - £54,519 pro rata per annum

Pay Band:

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Directorate:

Operations

Location:

Stirling Castle

Line Manager:

Chris Jones Head of Central Region

Contract Type:

Permanent

Working Hours:

Full time (35 hours per week)

Thank you for your interest in the post of Regional Visitor and Community Manager with Historic Environment Scotland, based at Stirling Castle. Your base location will be the castle, but you will be expected to travel to visit sites and stakeholders across your Region, and on occasion across Scotland. This is a permanent and pensionable appointment.

You will lead all our visitor and community activity at one of HES' flagship sites, running a successful 5-star operation that grows community engagement and drives commercial income in excess of £6.5m per annum. You'll lead a large team of customer service and community engagement colleagues, creating an empowering culture that inspires innovation, collaboration and continuous improvement. In our short video you can [see just a selection of the sights](#) from your new 'office'.

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 Regional Visitor & Community Manager is a leadership role in our recently formed Operations Directorate that brings together delivery of many of HES' core activities through a renewed regional footprint.

Reporting to the Head of Region, you will lead on the operational delivery of visitor, commercial and community activities at site according to our corporate strategies, systems, and policies. You will bring an in-depth knowledge of the varying requirements of managing competing priorities at a complex visitor and commercial operation, through a thorough understanding of relevant legislation, policies, processes and guidance, working alongside on site conservation colleagues, contractors and castle teams to ensure effective delivery, as well as matrix working with colleagues more widely across HES' teams engaged in commercial activity, interpretation, stakeholder management and strategic partnerships.

As a member of the regional senior team, you will play a key leadership role in activity within Central Scotland ensuring consistency of delivery of HES business and standards alongside our Conservation and Technical leads, managing appropriate resource to deliver site, regional and estate wide objectives, including commercial targets, and ensuring our properties remain safe and accessible. You will bring strong people leadership and communication skills to the team, creating a culture that empowers colleagues and enables decisions at a local level, whilst increasing engagement of HES's wider activity as part of championing a high performing operation and organization.

You will play a strategic role in the development of Stirling Castle as a flagship site for HES, bringing commercial and operational experience to inform internal plans and strategies that maximize corporate opportunities and managing associated risks against delivery. You'll be curious and proactive, looking for new opportunities in HES and sector wide activities and committed to increasing the profile of Stirling Castle internally and externally.

You will be tenacious and resilient, required to demonstrate exemplary personal judgement, initiative, and collaborative skills.

Key responsibilities, duties and objectives

Planning

- Support the Head of Region with the development and maintenance of the operating plan for your Region, providing specialist guidance on visitor and community services.
- Develop and maintain a multi-year programme of site and district-level visitor and community engagement activity for your Region, supporting your team to explore, collaborate, create and innovate in response to trends, research and cultural events,

with the aim of increasing local engagement with sites, and contributing to the full range of our Corporate Priorities.

- Support with the wider priorities of the Directorate, including the care of our properties, by remaining informed and engaged cross-functionally and cross-Regionally. Work collaboratively with colleagues to solve problems, negotiate plans and implement the best solution for the organisation within the available budget.
- Collaborate with the other Regional Visitor and Community Managers, and partners across HES, to achieve a successful balance between national consistency and local relevance in our visitor and community services.
- Lead on strategic planning for Stirling Castle in conjunction with wider HES teams.

Visitor and community services delivery

- Lead the visitor and community operation activities for properties within the Region, 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 Region, encouraging a culture of continuous improvement and innovation to deliver outstanding experiences for those who visit.
- Provide senior level support to ensure the successful delivery of complex events and engagement programmes within the Region and manage the overall delivery and coordination of cross-District activities within the Region.
- Work with partners across HES 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.
- Lead at a Regional level on the 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 Region feel welcome, engaged and safe.
- Support with the resolution of customer and visitor complaints, 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 the Region.

Stakeholder management, partnerships, and influence

- Build and maintain constructive relationships with internal and external stakeholders and partners relating to the visitor and community operations across Stirling, including the local authority and organisations on site.
- Support the Head of Region with senior level partnership activity when required to deliver projects and improvements that advance the delivery of our Corporate and Annual Operating Plans.
- Act as a leading visitor and community services specialist for HES, providing advice and real-world insight to colleagues across HES, and external partners where required, relating to fields relevant to your role.
- 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 across HES and the trends and developments across the sectors relevant to your role.
- Contribute to the continuous development of HES by sharing insights from your Region and working with partners across the organisation.



Leadership and management

- Effectively and efficiently manage the budget allocated to visitor and community operations within the Region and ensure compliance with HES governance arrangements.
- Provide strong and clear people leadership to a team of professional colleagues; modelling a proactive, collaborative and outward facing culture that results in fresh thinking, empowerment and the best results for HES and with external partners.
- 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 on weekends and public holidays.

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 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 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 and leading strategic partnerships.
- Knowledge and experience of growing significant commercial activity.
- Experience working collaboratively to conceive and deliver innovative solutions to problems.
- Exemplary personal judgement, communication and influencing skills.
- Knowledge of the type of work covered by the role.



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Desirable requirements:

- Experience and knowledge of working for a public body
- Experience of successfully managing external stakeholders
- Educated to a degree level in a relevant subject
- Relevant professional qualification



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 Chris Jones, Head of Central Region via email at christopher.jones@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