

Role: Visitor Services Manager (VSM), Brodick Castle - Retail, Admissions, Food & Beverage/Events	Region / Department: South and West
Reports to: Operations Manager - Operations Manager, Brodick Castle, Country Park & Goatfell	Pay Band: Grade 4 (Upper) £37,563 to £41,552
Location: Brodick Castle, Gardens & Country Park	Type of Contract: Permanent/Full time (40 hours per week)
Cost Centre: 3BRO	Activity Code: VSZ

Summary

The National Trust for Scotland is passionate about Scotland's heritage, we are here to make a difference to what makes Scotland so special. Brodick Castle, Gardens & Country Park comprises of gardens, woodlands and waterfalls, a grand baronial castle and estate, and Woodland café, park café, gift shop and holiday lets. Set in the picturesque town of Brodick on the Isle of Arran, Brodick Castle is Britain's only island country park. This heritage site attracts visitors from far and wide so as Visitor Services Manager (VSM), you will be someone who enjoys a varied and dynamic working environment.

As Visitor Services Manager you will be responsible for supporting the operational leadership, optimisation of property facilities and services and the smooth running of the property, gardens and country park. Specific areas of responsibility include:

- People Management of Staff and Volunteers.
- Financial Sustainability.
- The Conservation of the property and its contents.
- Promotion of heritage related to the property.
- Visitor enjoyment.

The National Trust for Scotland prides itself in visitor service excellence, therefore, the Visitor Services Manager will have a passion for customer service and visitor experience to ensure staff and volunteers exhibit high levels of service for our visitors. This extends to all areas of Brodick Castle, Gardens and & Country Park.

JOB PURPOSE

The Visitor Service Manager is a hands-on role, supporting the Operations Manager to ensure close collaboration between operational teams and central teams, namely, retail, membership, collections conservation and curatorial. The Visitor Services Manager has first line responsibility for all retail sales, admissions income, Food and Beverage sales, NTS membership and visitor data at Brodick Castle as well as the care for Brodick Castle and collections.

This includes supporting the Operations Manager to ensure the highest standard of service and experience is offered to our visitors through all responsible areas. The post holder will lead retail, hospitality/events and membership teams to exceed sales budgets through

exceptional customer service training, merchandising, upselling and experiences. This role will also lead a team looking after the Castle and its collections, supporting the curator and conservator to ensure the highest standard of collections care is delivered and engage with our visitors through written and people led interpretation.

The Visitor Services Manager will ensure that all managed departments are safe, secure, clean and comfortable environments in which staff, students, and volunteers can effectively work, and visitors can enjoy. Weekend working is required, and the post-holder will be expected to work flexibly, taking time off in lieu, in accordance with Trust policy.

As a key member of the wider management team at Brodick Castle the role will work with the team to deliver an overall visitor experience strategy, promoting good communication across the property and a joined-up service provision. This role will be part of the property leadership team and will act as Duty Manager for the property on a rota basis.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

Retail and Membership

- You will be responsible for setting and achieving stretching budgets across visitor services departments as well as food and beverage/events and key KPI's.
- You will effectively plan and grow income and profitability as well utilising NTS tools to control costs.
- You will develop business plans across visitor services departments, food and beverage, key KPI's and castle/collections, ensuring teams have exceptional product knowledge and the skills to deliver amazing days out.
- You will monitor results regularly and take necessary action to achieve budgets, working with central support teams when required.
- You will create a great environment for your team of staff and volunteers to work.
- You will develop and coach teams, driving strong performance through setting clear objectives.
- You will lead a culture of amazing service and will monitor through regular reviews.
- You will maintain the highest level of visual merchandising.
- You will lead and advocate for a culture of amazing customer service and experiences.

Castle and Collections

- You will lead and participate in the preventative conservation of the collection at Brodick Castle.
- You will be responsible for managing the routine and deep-cleaning programmes, including monitoring environmental controls, monitoring and maintaining deterioration of the collections and supporting the conservator.
- You will lead conservation projects within the Castle, ensuring all teams working within the castle are mitigating against damage.
- You will work with the curator to tell the stories of the castle in new exciting and vibrant ways.

- You will lead a programme of stories and events within the Castle in collaboration with the Operations Manager and supervisor team.
- You will act as liaison for collections care with the hospitality team to ensure the highest level of collections care for events within the castle.
- You will lead a team to support the overall experience plan for Brodick Castle and Country Park.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

Qualifications

Essential

- Educated to degree level or equivalent.
- Management experience within a museum, visitor attraction, or hospitality industry.
- Thorough understanding of how to plan, monitor, and change the visitor experience at a heritage attraction.
- Proven experience of team building within and between departments.
- Experience of planning and carrying out visitor evaluation and managing feedback.
- Proven experience of managing large multi-disciplinary teams in a busy environment of face-to-face interaction with public.
- Proven experience of commercial management within a visitor attraction or equivalent.
- IT Proficient - Word and Excel.
- Demonstrable knowledge of Health & Safety.
- Flexible attitude to duties and hours.
- Uses delegation and coaching skills to help others develop new skills.
- Has a solution focused approach and is able to act independently.
- Communicates effectively and persuasively, orally and in writing, with internal and external contacts.
- Proven ability to act as part of a management team.
- Proven ability to form part of a team and lead staff with strong clear direction and purpose.
- Proven ability of working to and exceeding targets.
- Develops positive and productive relationships with internal and external stakeholders.
- Personal commitment to excellence in customer care.
- Excellent interpersonal skills, with an ability to get along with a wide range of people.
- A genuine understanding of and belief in, the work of the National Trust for Scotland.

Desirable

- Experience of working within heritage buildings and collections care.
- Working knowledge of collections management and care in historic environment.
- Working knowledge of preventative conservation and practical conservation work.
- Volunteer management experience.
- High level of IT skills and experience of multiple work- based systems.
- Significant sales experience and front-line interaction with customers.
- First Aid certification (or willing to be trained).
- Personal license holder (or willing to be trained).

DIMENSIONS AND SCOPE OF JOB

People Management

- Direct line management of Visitor Services Supervisors and Visitor Service Assistants.
- Working closely with specialist Trust staff (e.g., Collections Care, Curatorial, retail and membership) based locally and centrally to ensure Trust policies and standards are implemented.
- Experience of working with volunteers.

Financial Management

- Delegated responsibility across visitor services departments as well as food and beverage/events.
- Overseeing ordering and stock control in all relevant areas.

Applications

Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk, by Sunday 20th April 2025.

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "VSM - Brodick"

The Key Responsibilities, Scope of Job, and Required Qualifications, Skills, Experience & Knowledge reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

