



Post	Assistant Manager of Visitor Services
Reporting to:	Operations Manager
Contract:	Permanent, Full Time
Hours:	40 hours per week including weekends and public holidays, as part of a 5-in-7 rota
Salary:	£27,976 per annum
Location:	Livingston (West Lothian)

About Almond Valley Heritage Trust

Almond Valley is a remarkable testament to the aspirations of our community. Established in 1990, evolving from a community initiative to salvage and safeguard the historic Mill Farm and waterwheel, it has emerged as a cultural beacon for the region and one of its most successful social enterprises. Spanning 23 acres, it is home to some of the region's most significant natural, built and cultural heritage and Scotland's only accredited rare breed farm. A much-loved community asset, and increasingly a visitor attraction of choice for a growing audience seeking authentic, heritage and nature-based experiences, Almond Valley is a charity of real purpose and a wonderful sanctuary for our visitors, workforce and wildlife alike.

About the role

You'll support the effective and profitable operation of Almond Valley as a leading visitor destination by delivering high standards of customer service, smooth day-to-day site operations, and consistent excellent visitor experience.

You'll be a key player in creating a welcoming environment and motivating our front-line teams to engage, inform and delight every visitor whilst also nurturing relationships with our growing member community.

You'll work to maximise income generation and increase profitability by prioritising visitor experience, advancing our trading operations, with a particular focus on retail, growing our membership base, and promoting our events/experiences programme.

Key Responsibilities

Visitor Services & Experience

- Act as a visible leader, welcoming and engaging with visitors, and modelling excellent customer care.
- Monitor and improve visitor journeys and experiences, ensuring feedback informs service delivery.
- Respond effectively to customer issues, complaints, and service recovery opportunities.

Team Leadership & Operations

- Supervise and support the Visitor Services team, assisting with rotas, training, performance, and daily oversight.
- Support the Operations Manager in planning and delivering seasonal schedules, events and programming.
- Coordinate closely with catering, events, farm, and estate teams to align visitor operations across departments.
- Lead by example in ensuring a tidy, safe, and accessible site for all visitors.
- Maintain and develop website, membership database, ticketing systems and social media.

Retail & Admissions

- Ensure the smooth running of admission and retail areas, including tills, ticketing, and membership sales.
- Support the day-to-day operation of the gift shop and EPOS systems.
- Monitor and procure stock, merchandising, and support stocktaking processes.
- Drive profitability of our retail and support creation and analysis of business performance reports

Members Engagement

- Contribute to the development of engaging visitor communications, signage, and social media content.
- Proactively advance planning, preparation and communication for seasonal events
- Provide input to seasonal campaigns, events, and promotions aimed at increasing visitor numbers and income.
- Contribute to the monthly visitor newsletters

Compliance & Safety

- Uphold health and safety policies and always ensure safe working practices.
- Conduct regular site checks and contribute to risk assessments and emergency procedures.
- Assist with training in first aid, safeguarding, and evacuation procedures.
- Cash Handling

About You

Essential:

- Experience in a visitor-facing leadership role, ideally in tourism, arts and heritage, hospitality, or events
- Skilled in managing teams with a confident, approachable, and hands-on leadership style
- Strong communication skills with a flair for delivering excellent service and resolving issues diplomatically
- Comfortable working flexibly, including weekends and during peak visitor periods
- IT-literate and familiar with digital systems including ticketing and point of sale
- Money handling experience.

Desirable:

- Experience working in a visitor attraction, museum, or heritage setting
- First Aid or Health & Safety qualifications
- Marketing or events experience, especially in a family-focused setting

Holiday allocation:

- 32 days per annum including bank holidays (pro rata for part time staff)

Pension:

- Automatically enrol team members into our workplace pension operated by Royal London

Workforce Benefits:

- Free on-site car parking
- Staff Pass provides access to the site for free.
- ASVA Card Access, Team members have access to The Association of Scottish Visitor Attractions card which allows free entry to a huge range of visitor attractions throughout Scotland.
- Discount in the tearoom and gift shop

Closing Date: Midnight, 25th October 2025

Interviews will be held the week commencing: 6th November 2025

TO APPLY – please email us at jobs@almondvalley.co.uk with a full CV, and a covering letter demonstrating your suitability for the role.

If you have any queries or would like to discuss an application in an alternative format please email jobs@almondvalley.co.uk

Equality and Diversity Commitment

Almond Valley is an equal opportunities employer. We are committed to offering equal opportunity for all and to providing employees with a work environment free of discrimination and harassment and are working hard to create a space in which people from all walks of life see themselves.

We are committed to increasing the diversity of our team and encourage applications from people currently under-represented groups, targeting in particular people of the Global Majority and Deaf or disabled applicants.