



HISTORIC
ENVIRONMENT
SCOTLAND

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ALBA

District Visitor & Community Manager (Central East)

Recruitment Reference:
310

Starting Salary:
£41,765 (from 1st April 2026)

Salary Range:
£41,765 - £48,360
pro rata, per year

Pay Grade:
Grade 4

Directorate:
Operations

Location:
Argyll's Lodging
STIRLING
FK8 1EJ
with hybrid working

Line Manager:

Anne-Marie O'Reilly,
Regional Visitor &
Community Manager -
Central

Contract Type:

Permanent

Working Hours:

Full time – 35 hours per
week

Closing Date: Wednesday 25 February 2026 at Midday

Expected Interview Date: Week commencing 02 March 2026

Thank you for your interest in the post of District Visitor & Community Manager (DVCM) – Central East with Historic Environment Scotland which is a permanent position. You will be based at Argyll's Lodging, Stirling, with the opportunity for hybrid working as well as regular travel to visit sites and meet with stakeholders.

As DVCM – Central East you will lead our visitor and community services team within the Fife, Dundee and Angus area working across key sites including Arbroath Abbey, St Andrews Castle & Cathedral, and Dunfermline Abbey & Palace. You will be responsible for running a successful operation that delivers high quality visitor offers in collaboration with our partners and communities, maximises commercial income and the sustainability of our operation, and creates an empowering culture that inspires innovation, collaboration and continuous improvement across some of Scotland's most significant heritage sites.

Overview of the post and information about the team

Reporting to the Regional Visitor & Community Manager (RVCM) - Central you will take a lead role in the delivery of visitor, commercial and community services at both staffed, and unstaffed, sites within the district. You will be one of three DVCMs in Central responsible for planning and delivering exceptional visitor experiences, enriching local communities and running a successful commercial and sustainable operation across the District. You will also work closely with the District Works Manager and District Architect who lead on the care of our historic monuments and associated buildings.

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 their



attainment of corporate outcomes. Working collaboratively across the organisation you will encourage your team 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 Central East district working efficiently and flexibly with the resources available to you, and communicating progress towards achievement of these outcomes. At a local level you will drive the growth of our commercial activity at sites, working with partners across HES to sustainably increase income across our ticketing, retail and events 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, resilient, and required to demonstrate exemplary judgement, initiative and collaborative skills to support planning for viable operations at staffed sites, as well as developing opportunities for increased visitor engagement at our unstaffed sites.

Key responsibilities, duties and objectives

Planning

- Support the RVCM with the development and maintenance of a multi-year programme of site and district-level visitor and community engagement activity for Central East.
- Develop and maintain a district-level programme of operational and community engagement activity supporting your team to explore, collaborate, create and innovate with the aim of increasing local engagement with sites.
- 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.

Visitor and community services 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 Central East, encouraging a culture of continuous improvement and innovation to deliver outstanding experiences for those who visit.
- Manage the overall development, delivery and facilitation of events at all sites in Central East working 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 the district.

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.
- 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 Central East 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, where appropriate, 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 the district 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.

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 of working collaboratively to conceive and deliver innovative solutions to problems
- Excellent communication skills, enabling effective stakeholder engagement and the ability to influence decisions and outcomes

Desirable requirements:

- Experience and knowledge of working for a public body.

Our Interview Process

If you have been shortlisted for this role, we will send you an email to invite you to meet with us for an interview. This will take place either in-person or by video call (we will let you know which one in advance). Our panel will ask you some questions to get to know you and better understand how you meet the key competencies and behaviours of the role that you are applying for. This is also an opportunity for you to know the team better and make sure that we are the right choice for you

There may be a task included in the interview, which is relevant to the role you are applying for. If this is the case, we will let you know what to expect beforehand. Should you be shortlisted for interview, we will send you out the key questions in advance to help you prepare. Your questions will be based on the following selected key requirements of the post:

Key Competencies:

- **Communication** - Communicating appropriately and clearly
- **Achieving results** - Focusing on the delivery of objectives
- **Leading a Team/Project/Task** – Focusing on leading a Team/Project/Task or developing people.

Key Behaviours:

- **Focusing on our impact** – Focusing our activities, actions, and performance to deliver a wider shared impact and that work undertaken always positively impacts the wellbeing of others.
- **Exploring challenges together** - Collaborating with others to solve problems to ensure the highest quality results. Owning our learnings and behaviours together rather than defending or attributing blame.
- **Taking the responsibility to lead**—Lead by example, prioritise leadership and people management, and make difficult decisions when needed.

How to apply for this post

Historic Environment Scotland – Longmore House, Salisbury Place, Edinburgh, EH9 1SH
Scottish Charity No. SC045925
VAT No. GB 221 8680 15

You can apply online by visiting our [vacancy page](#) on the Historic Environment Scotland website. If you are unable to complete an online application process, 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. Alternatively, you can call 0131 668 8600 to request this.

Guidance on completing your application can be found in the 'How to Apply' section in the Job Summary, please ensure that you read this to understand what should be included in your cover letter. If you are applying internally, please read our CV and Cover Letter Guidance included in the advert under the section 'Key requirements of the role'

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.

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 Anne-Marie O'Reilly, RVCM - Central via email at anne-marie.o'reilly@hes.scot.

We are dedicated to building a workforce which is reflective of diversity within Scotland. We warmly welcome applications from candidates of all backgrounds, regardless of age, race, gender or gender identity, religious beliefs, marital status, sexual orientation, disability, or neurodiversity. In support of our Gaelic Language Plan, we welcome applications from Gaelic speakers.