

Role: Visitor Services Manager	Region: Edinburgh & East
Reports to: Operations Manager	Pay Band: Grade 4 Upper: £37,563 - £41,552 per annum.
Location: Hill of Tarvit, Cupar, Fife, KY15 5PB	Type of Contract: Permanent. Full-Time 40 Hours Per Week
Cost Centre: 3HIT	Activity code: PMZ
Note <i>The post is subject to the standard terms and conditions provided with the application pack. It will include some weekend and evening working.</i>	

JOB PURPOSE

Hill of Tarvit contains an Edwardian mansion and estate, located near Cupar in Fife. The property includes a beautifully preserved house designed by Sir Robert Lorimer, extensive formal gardens, woodland walks and the unique Kingarrock Hickory Golf Course.

This is an exciting and dynamic leadership role that offers the opportunity to enhance the visitors experience - bringing the 1920s to life - whilst developing Kingarrock's unique historic golf offer. The role combines heritage, innovation and visitor engagement, giving you the chance to create memorable experiences.

You will be responsible for the onsite operations of Hill of Tarvit & Kingarrock Hickory Golf Course. Delivering performance standards and targets to ensure enjoyment of the property by visitors and members is maximised and key commercial, events, financial and development objectives are achieved to make the property sustainable. You will lead a management team responsible for delivering an overall visitor service strategy and caring for the site.

This is a complex role. With a strong background in operational management, you will be required to juggle staff management, property maintenance and health and safety alongside providing innovative ways for visitors to engage with the site. Leading visitor engagement on a site with many distinct visitor types will be challenging - you need to engage with but not alienate current visitors whilst increasing both visitation and dwell time in each area as well as increasing secondary spend.

You will encapsulate the Trust's values of brave, caring, curious, inclusive and vibrant and enable good communication across the site to ensure a joined-up service provision.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

Leadership - whole estate vision

- You'll lead our vision to turn the estate into an immersive Edwardian experience – from golf attire to tearoom aesthetic.
- You will have responsibility for opening and closing and security of buildings and collections as well as emergency procedure implementation, duty management and providing relief cover as required.
- You will collaborate with an experienced team of gardeners and be supported by a Fife collections care team.

- Managing the golf assistants, catering visitor services assistants and visitor services supervisors you will take responsibility for recruitment, induction, rota management, staff and volunteer development, and performance management so they are fully equipped and motivated to undertake their duties.
- You'll recruit, retain and reward our volunteer team, an essential part of our property workforce.
- By creating a culture of "exceeding visitor expectations" you will ensure high standards of delivery and a consistently warm welcome within the visitor experiences at all properties: understanding that the visitor journey for holiday makers, mansion visitors, event attendees and golf players is very different.
- By collaborating with other leads in the Fife cluster you'll work on making Fife a visitor destination and increase dwell times for the benefit of all sites.
- Developing and managing food & beverage income from grab and go to planning function catering and bringing to life our tearoom concept.

Audience & stakeholder development

- Increase visitor numbers at Tarvit through marketing, events, partnerships and working along stakeholders including representing Kingarrock at marketing and networking events and conferences to develop awareness of the golf course and drive new footfall.
- "Upselling" membership and events using face to face and by other means of interaction such as social media.
- Develop and implement strategies to enhance public engagement and access to the natural heritage across the sites.
- Increase audience reach through events, interpretation, and community engagement initiatives.
- Use expertise and experience to influence and develop internal and external policy statements and positions.
- Absorbing visitor feedback from ASVA, trip advisor and local surveys and putting improvements in place.
- Working with the community engagement manager on a community engagement plan for the site
- Look after our tenants, holiday cottage visitors and wedding guests.
- Develop golf partnerships for both international visitors and corporate events, including the R&A and the Old Course, St Andrew's.
- Develop and manage new travel trade and hospitality experiences with the central team.
- Collaboration with the local access forum on core paths and links with nearby villages.

Nature

- Work with the head of natural heritage, the gardens & designed landscape manager & head gardener to manage the site for nature conservation, including exploring becoming a site of special scientific interest.
- Lead the development and implementation of appropriate management frameworks – for example the a woodland management plan.
- Manage and oversee surveys of wildlife and habitats and feed this knowledge into management decisions, marketing of natural heritage, and further development of our voice.
- Organising and implementing all ecological monitoring with work feeding into national and international monitoring schemes.
- Maintain and manage habitats and wildlife with the aim of protecting species and increasing biodiversity.
- Provide information to visitors to encourage more visitors and help people get more out of their visit.

Health & Safety

- Taking ownership for the safe operation of the mansion house – including fire risk management to protect holiday makers and tenants and security of the site's collections.
- Planning and delivery of regular compliance checks and evidencing these as required.
- Responsible for out of hours calls from holiday guests as well as fire & intruder alarms.
- Working alongside the operations manager and health & safety advisor to do ensure visitor safety across all sites through risk assessments, proactive maintenance, and emergency response planning.
- Oversee the upkeep of paths, signage, gardens, and visitor facilities, ensuring high-quality visitor experiences.
- Work with the estates surveyor to uphold repairing standard, agricultural landlord responsibilities and licences to occupy.

- Create management tools for maintaining estate infrastructure (e.g. paths, gates, signs, vegetation management) to achieve ecological, visitor services and safety outcomes.
- Training of staff to ensure understanding and responsibility for health & safety on site.

Living the Trust's Values

Demonstrate and promote the National Trust for Scotland's core values in all aspects of work:

- **Brave** – Be willing to take innovative and bold approaches to conservation and engagement.
- **Caring** – Show dedication to the protection of Scotland's natural and cultural heritage – including our sporting history – and to the communities engaging with it.
- **Curious** – Seek new opportunities to enhance visitor experiences and learn about emerging conservation practices.
- **Inclusive** – Foster an open and welcoming environment for all visitors, stakeholders, and team members.
- **Vibrant** – Bring energy and enthusiasm to the role, ensuring that the sites remain dynamic and inspiring places to visit.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

Skills, Experience & Knowledge

Essential

- Have direct experience of managing multi-strand visitor/commercial services in a hospitality, retail, catering, heritage or tourist-attraction context.
- Experience in Catering & Hospitality
- Management of volunteers.
- Understanding of Sports – hickory golf course
- Experience of working and communicating with complex and multiple stakeholders.
- The ability to remain calm in challenging and unexpected situations.
- Possess excellent communication skills (written and oral).
- Computer literacy with excellent ability of MS software
- Excellent leadership and influencing skills.
- Excellent understanding of report writing and financial management.
- Well-developed time management and organisation skills.
- Experience in using social media to promote the site, its experiences and events.
- Being able to demonstrate our values: caring, inclusive, brave, curious & vibrant.

This role is one for which the duties, responsibilities or accountabilities of the role require you to undertake a criminal records check, specifically a Basic Disclosure.

Qualifications

Essential

- NVQ3/BTEC/City & Guilds/HND/Degree or equivalent experience.
- Ability to work 'hands-on' – including in the kitchen/retail and admissions areas – alongside the team members, demonstrating the customer service skills required of all staff.
- Experience in a retail and sales environments.
- Hold a valid and recognised SQA Licensing Qualification e.g. Scottish Personal License Holder's Certificate and Personal License.
- Intermediate Food Hygiene Certificate or above.
- Current driving licence.

Desired

- IoSH managing safely.

DIMENSIONS AND SCOPE OF JOB

Scale

Mansion house – grade A listed mansion house, containing the Sharp's collection, Fife textile store, two residential tenancies and a holiday let.

Holiday lets – in the wider estate there are three standalone 4* cottages with exceptional occupancy rates.

Residential - Scotstarvit cottage sits in the wider estate.

Functions – from elopements to marquee weddings to funerals, there are multiple opportunities to hire the mansion and estate by external parties.

Travel Trade – working with Welcome to Fife and the Fife Chamber of Commerce, the Fife properties are enjoying an upturn in destination tourism.

Events - A vibrant events programme is in development, growing this is within the scope of this role, as is developing the site as a hospitality venue not just for weddings but for corporate days out and exclusive hire events. The site has also been a successful filming location in recent years and with the filming manager this opportunity should be extended. Leading visitor engagement on a site with many distinct visitor types will be challenging – you need to engage with but not alienate current visitors whilst increasing both visitation and dwell time in each area as well as increasing secondary spend.

Built structures – responsibility for a litany of listed buildings from the A-listed stable and C-listed structures including the Edwardian laundry, the summer house, workshops and glasshouses.

Golf course - the only remaining dedicated hickory course in Europe, the designed landscape is also a hive of sustainable conservation. 80% of our golfers come from the international tourist market. We have collaborated with Elmwood College and the University of St Andrews to give talks on sustainable golf courses.

Woodland walks - the estate comprises 113 ha, with paths including the centenary walk. We welcome around one thousand dog walkers every week.

Health & safety – as outlined earlier, the estate requires complex compliance checks and routine monitoring to ensure the safety of staff, visitors, residents and holiday-makers. This will take up a significant part of your role.

A significant amount of time spent in the role is non-desk-based and the role-holder can expect to be actively present in most areas throughout a working week (as well as, on occasion, being off-site for meetings, etc.).

Will be required to work flexible working patterns and hours, including evenings, weekends, and public holidays. As part of the role and as a senior member of the team, there will be an expectation that the post holder would attend work at short notice if operational needs demand and circumstances allow.

People Management

- Direct line management of two Visitor Services Supervisors, a greenkeeper and a team of seasonal Visitor Services Assistants. Whilst staffing resource is lean, there is a very loyal and vibrant volunteer base who form a crucial part of the Tarvit team.
- Ensure staff performance is managed and supported with a proactive approach to training and learning.
- Working closely with property, cluster and Regional and National colleagues and external supporters, suppliers and stakeholders.
- Working with volunteer groups, e.g. planning, Conservation volunteer events and liaising with external corporate and charitable groups.
- Will have regular (daily) interaction with members of the public of all ages and abilities.
- Will have frequent interaction with suppliers and contractors, including procurement and appropriate selection according to Trust requirements (e.g. insurance levels).
- Developing and maintaining sound relationships with local stakeholders.
- Occasional leading and participating in multi-disciplinary project teams consisting of in-house staff and external consultants/contractors.
- Attending meetings, training and updates such as the cluster lead meetings, budget meetings and keep professionally informed.
- Tenant and stakeholder management will also be part of the postholder's duties. There are currently four holiday lets and two residential tenancies on the site. With tenants and holiday makers entering and

leaving the mansion house, you will need to balance and manage protection of the mansionhouse and its collections with fire risk management and sleeping risk.

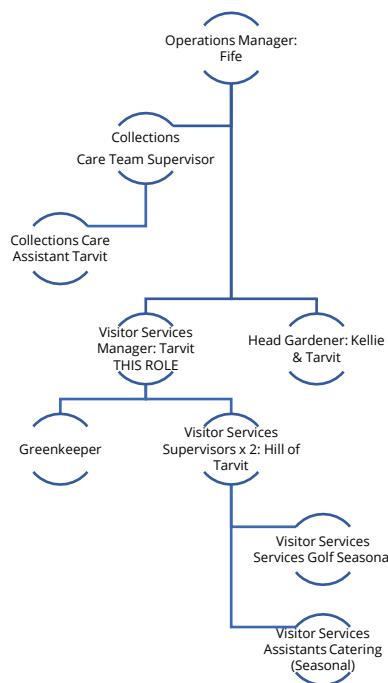
Finance Management

- Work within an approved budget for approximately £400k income and £550k expenditure annually. Actively seeking new opportunities for profitable income streams.
- Support budget development and take responsibility for adhering to budget and setting weekly targets for income.
- Develop local KPIs which help your property team connect to the targets of the Trust.
- Will be a frequent user of the Trust's computerised purchasing and weekly reporting systems.
- Being the onsite client for projects – working with contractors and monitoring project costs and progress,
- Weekly banking and adherence to the Trust's Cash Handling Procedures.

Additional Responsibilities

- The duties/responsibilities/accountabilities of the role require you to become a member of the Protection of Vulnerable Groups (PVG) scheme
- Acting as a first aider and Premises license holder.
- Will be a key holder.

Place in organisational structure:



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.

How to Apply

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 1st March 2026.

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 – Hill of Tarvit"