



Role Title: Visitor & Operations Manager - Reimagining Greyfriars, Lincoln

Duration: 3 years (Full-time. Fixed term funded by the National Lottery Heritage Fund. Potential for extension subject to funding).

Location: Greyfriars, Lincoln, UK and Heritage Lincolnshire Offices, Heckington, Sleaford. There is an expectation this role will require working outside normal office hours to facilitate activity and event delivery for which time off in lieu will be given.

Salary: Circa £37,000 per annum

About Heritage Lincolnshire

Heritage Lincolnshire is a vibrant charity dedicated to preserving and promoting Lincolnshire's rich cultural heritage, inspiring community engagement and supporting economic vitality. We are looking for an innovative and driven Visitor & Operations Manager to spearhead a transformative project, turning the historic Greyfriars site into a bustling hub of activities and events in the heart of the city of Lincoln. This project is being delivered in partnership with the City of Lincoln, with funding from the National Lottery Heritage Fund.

Role Overview

This is your chance to be at the forefront of Greyfriars' renaissance. After years out of use, Greyfriars is set to become an innovative cultural epicentre. As the Visitor & Operations Manager, you'll be at the heart and soul of the Greyfriars project, working with our dedicated project team during the construction phase and leading the operational management post-opening.

Your mission? To transform Greyfriars into a venue for events and cultural activities, while enhancing its historical significance. This role is designed for a dynamic, creative professional, adept at implementing strategic visions. You will deliver and further develop the current activity plan during the construction phase through to opening. You will be responsible for providing a high-quality visitor welcome, overseeing the day-to-day management of a diverse team, creatively adapting pre-defined activity and business plans to maximise engagement and income generation.

You will report to the Chief Executive in delivering this priority project, working closely with the Learning Manager at Heritage Lincolnshire and colleagues at City of Lincoln Council.

Key Responsibilities

- **Activity Plan Delivery and Development:** Direct and adapt the Greyfriars Activity Plan, tailoring it to meet and exceed visitor and stakeholder expectations. Ensure all project milestones and objectives are met or exceeded to establish the



site as a sustainable cultural and community resource. Cultivate a volunteer team to support the visitor experience.

- **Creative Content Development:** Innovate and enrich programming to captivate and grow audiences. Develop and deliver compelling content that bridges cultural heritage and contemporary relevance.
- **Business Development:** Market the spaces within the building to local and regional companies, charities and other groups with a view to securing bookings for commercial and other uses.
- **Operational Management and Team Leadership:** Establish and manage operational structures and teams of paid staff and volunteers to deliver excellent visitor services and ensure the site's smooth running during events. This will include responsibility for recruitment, selection, and training ensuring compliance with legal and safety obligations and other responsibilities related to building management post opening.
 - **Rota Management:** Establish and manage a comprehensive work rota ensuring staffing for regular operations and special events, maintaining high standards of visitor experience and operational efficiency.
 - **Commercial Viability and Financial Oversight:** Manage financial planning, income generation and budget management with a focus on financial sustainability through effective commercial practices.
 - **Budget Management and Resource Allocation:** Meticulously manage the Activity Plan project budget, seeking additional funding opportunities to enhance project sustainability.
- **Marketing & Communications:** Oversee the development of the Greyfriars brand, overseeing production of marketing materials and delivering the marketing and communication strategy, managing use of social media and other channels of communication.
- **Stakeholder Engagement:** Working with the Chief Executive to build and maintain strong relationships with key stakeholders including City Council representatives, internal teams at Heritage Lincolnshire, and external partners. Act as the primary liaison to facilitate collaborative project efforts.

The Visitor & Operations Manager will serve as a keyholder for the site. In the event of an out of hours alarm activation or other emergency the post holder will be required to attend site. These instances are expected to be infrequent. Out of hours call outs will receive time off in lieu for the time worked.

Benefits of working for Heritage Lincolnshire

- Opportunity to lead a high-profile project with significant operational and creative autonomy and community impact.



Competitive salary and benefits package.

- Professional growth opportunities and potential for role continuation beyond the initial term based on project success.
- Working with a charity that values teamwork and peer nominated Team Member of the month

Application Process

Apply now to be part of something truly extraordinary. Please send your CV and a cover letter clearly explaining how your experience and skills meet the person specification and can deliver the Key Performance Indicators proposed. Send your application to htladmin@heritagelincnshire.org. Please include "Visitor Experience Manager - Reimagining Greyfriars" in the subject line.



Key Performance Indicators (KPIs)

Pre-Opening Phase KPIs (During Construction)

These KPIs focus on preparation, planning, and setting the stage for a successful launch.

1. Project Readiness & Operational Planning (30%)

- KPI 1: Deliver activities agreed in the activity plan developing these and the future programme.
- KPI 2: Develop and finalise all operational systems, procedures, and staffing plans within 3 months pre-opening.
- KPI 3: Ensure with the project team that the site is 100% compliant with all health and safety requirements by the time construction is completed.
- KPI 4: Create and implement a comprehensive training program for all staff and volunteers, to be completed in the month before opening.

2. Stakeholder Engagement & Marketing (20%)

- KPI 1: Establish strong relationships with key stakeholders, including local government, funders, and community groups, within the first 6 months.
- KPI 2: With Communications consultant develop a pre-launch marketing and communications strategy that secures at least 3 major media features or partnerships before the opening e.g. Destination Lincolnshire, Lincolnshire Life, BBC Radio Lincolnshire.

3. Financial Planning & Budget Management (20%)

- KPI 1: Finalise and validate the budget forecast for the first year of operations, including contingency plans, within 4 months.
- KPI 2: Secure initial income-generating partnerships or bookings for the site, amounting to at least 10% of the first-year target, before the site opens.

Post-Opening Phase KPIs (After Launch)

These KPIs focus on operational success and growth after the site has opened.

1. Visitor Experience & Engagement (20%)

- KPI 1: Achieve at least 50% of the visitor numbers projected in the business plan during the first 6 months of operation.
- KPI 2: Achieve a visitor satisfaction rating of 85% or higher within the first 3 months of opening, based on feedback surveys.

2. Financial Performance & Sustainability (20%)



- KPI 1: Generate the projected income from commercial activities (events, venue hire) within the first 6 months post-opening.

- KPI 2: Identify and secure at least one additional funding source or sponsorship within the first 6 months of operation.

3. Team Leadership & Development (10%)

- KPI 1: Recruit and maintain a volunteer base that meets or exceeds the business plan targets within the first 3 months post-opening.

- KPI 2: Ensure at least 90% staff and volunteer retention during the first 6 months of operation.

4. Operational Efficiency:

- KPI 1: Establish and maintain all operational systems with zero major compliance issues (e.g., health and safety) during the first year.

- KPI 2: Implement a robust rota management system resulting in no more than 5% unplanned staffing gaps during the first six months.

5. Marketing & Brand Development:

- KPI 1: Increase social media following by 50% within the first six months and develop at least two social media marketing campaigns.

- KPI 2: Successfully position Greyfriars as a premier cultural venue in Lincoln, reflected in achieving 5 major media mentions or features within the first year.



Welcome to Lincoln: The Heart of Heritage and Innovation

About the Greyfriars Project: Reimagining an Iconic Landmark

Reimagining Greyfriars is a transformative initiative aimed at conservation and bringing back into use Lincoln's most significant historical sites. Greyfriars, Grade I Listed, stands as a testament to 800 years of history, from its origins as a religious institution to its more modern role as Lincoln Museum and a community landmark. Funded by The National Lottery Heritage Fund and delivered by a partnership between Heritage Lincolnshire and the City of Lincoln Council, this project is about breathing new life into a cherished piece of our collective past.

The goal of the Greyfriars project is to turn this historic building into a vibrant cultural hub that serves as a beacon for community engagement, education, and cultural activities. The vision is to create a space where the past and present come together, offering diverse programming that appeals to a wide range of audiences—from local families and school children to tourists and history enthusiasts.

Meet the Partners: A Collaboration Rooted in Heritage and Community

The success of the Greyfriars project is driven by a collaborative partnership between several key organisations:

- **Heritage Lincolnshire:** As a leading charity dedicated to preserving Lincolnshire's rich cultural heritage, Heritage Lincolnshire brings extensive experience in heritage conservation and community engagement. The charity's mission is to ensure that our heritage is accessible, engaging, and preserved for future generations.
- **City of Lincoln Council:** This partnership ensures that the Greyfriars project is closely aligned with the needs and priorities of the local community. The Council provides vital support and resources, helping to integrate the project into the broader cultural and economic development of Lincoln.
- **The National Lottery Heritage Fund:** The primary funder of this project, The National Lottery Heritage Fund, supports initiatives that foster heritage conservation and community engagement across the UK. Their investment in Greyfriars is a testament to the project's significance and potential impact.

Together, these partners are committed to transforming Greyfriars into a sustainable, engaging, and educational site that contributes to the cultural and economic vitality of Lincoln.

Why Lincoln? A City of History, Culture, and Opportunity

Lincoln is a city where history comes alive at every corner. Dominated by the majestic Lincoln Cathedral, one of Europe's finest examples of Gothic



architecture. From Roman ruins to medieval streets, Lincoln's heritage is woven into its very fabric, making it an inspiring place to live and work.

But Lincoln is more than just its history. It's a thriving, modern city that offers a unique blend of cultural richness, economic opportunity, and a high quality of life. Here's why you should consider making Lincoln your next home:

- **A Two-University City:** Lincoln is home to both the University of Lincoln and Bishop Grosseteste University. This academic presence infuses the city with a youthful energy and provides numerous opportunities for professional development, networking, and cultural exchange.
- **Affordable Living:** One of the great benefits of living in Lincoln is the affordability. The average house price in Lincoln is significantly lower than in many other parts of the UK, making it an attractive option for both first-time buyers and those looking to upgrade their living situation. Lincoln offers a range of housing options that provide excellent value for money.
- **A Rich Cultural and Social Scene:** Lincoln boasts a vibrant cultural life, with something for everyone. The city is known for its lively social scene, which includes a variety of performance venues, and an active arts community. Lincoln's annual festivals, such as Steampunk Festival and the Lincolnshire Show at the nearby showground, draw visitors from far and wide, enhancing the city's reputation as a cultural hotspot.
- **Retail and Leisure:** From the unique shops in the historic Bailgate area to the modern conveniences of the Waterside Shopping Centre, Lincoln offers a diverse retail experience. The city's mix of independent boutiques and well-known brands caters to all tastes. Additionally, Lincoln's restaurants, cafes, and bars provide a thriving food and drink scene, from traditional English pubs to international cuisine.
- **Natural Beauty and Outdoor Activities:** Beyond the city, Lincolnshire offers a stunning natural landscape, from the rolling hills of the Lincolnshire Wolds, an Area of Outstanding Natural Beauty, to the expansive coastline with its sandy beaches. Whether you enjoy hiking, cycling, or simply exploring the countryside, Lincolnshire provides endless opportunities for outdoor adventures.

Living and Working in Lincoln: A Balanced Lifestyle

Lincoln offers an ideal blend of professional opportunities and a high quality of life. The city's growing economy is supported by sectors such as education, tourism, digital technology, and manufacturing, providing a range of career options. At the same time, Lincoln's size ensures that you can enjoy a relaxed, community-focused lifestyle, with all the amenities of a larger city but without the congestion and high living costs.

HERITAGE LINCOLNSHIRE



Whether you're drawn to Lincoln by its history, its vibrant cultural scene, or its welcoming community, you'll find that this city offers a unique and fulfilling place to live and work. And with projects like Greyfriars, you have the chance to be part of something truly special helping to shape the future of one of Lincoln's most iconic landmarks.

Join us in Lincoln and be part of a city that values heritage, innovation, and community. We look forward to welcoming you to the team and to this remarkable place.