

**OPW**Oifig na
nOibreacha Poiblí
Office of Public Works**Candidate Information Notice
Open Recruitment Competition for****Visitor Experience Manager****at
Brú na Bóinne Complex and National Monument Sites,
Boyne Valley, Co. Meath****Competition Reference: 2024/006****Closing Date: 5.30pm on Friday, 12th April 2024**

The Office of Public Works (OPW) invites applications from eligible candidates for the position of Visitor Experience Manager with responsibility for the following Heritage sites that provide a Guide Service – Brú na Bóinne, Newgrange and Knowth, Mellifont Abbey, Loughcrew, Trim Castle, Dowth Hall, Dowth and Hill of Tara. The role, in time, may develop to include other unmanned National Monument sites in the general area. The competition is open to all staff who meet the eligibility criteria.

This is a key leadership position in the management structure of OPW Heritage Services. The World Heritage site of Brú na Bóinne is Ireland's richest archaeological landscape and is famous for the spectacular prehistoric passage tombs of Knowth, Newgrange and Dowth which were built circa 3200BC. These ceremonial structures are among the most important Neolithic sites in the world and contain the largest collection of megalithic art in Western Europe.

The Visitor Experience Manager position is a permanent full-time Non-Established State Industrial post, equated to Service Manager Grade. It is based on a 39-hour week, and will be subject to a seven-month probation period which may be extended to 10 months under certain circumstances. Continuity in employment in the position will be dependent on the appointee meeting the requirements of the position. The successful candidate will be required to work in accordance with a rostered working arrangement on 5 over 7 days (including weekends and public holidays) and flexibility in attendance will be required to ensure adequate staffing at all times. Overtime payments will apply where appropriate.

Persons who wish to be considered for appointment to the above position should submit a completed application form, and copies of specified required documentation. The selection process may include a short-listing process based on the information supplied on the application form, which will determine those to be invited to competitive interview. Selection for appointment to the position will be determined by the Interview Board through a competitive interview process.

Role Description

The Visitor Experience Manager will have overall responsibility for the day-to-day operations and management of the Brú na Bóinne Complex, visitor services at Newgrange and Knowth, Dowth Hall, Dowth, Mellifont Abbey, Loughcrew, Trim Castle and Hill of Tara. The Visitor Experience Manager will have a deep knowledge of the cultural heritage of the sites. This role will include, as a first priority, protection of the National Monuments and will further extend to all facility management issues associated with the Complex as well as the management of the visitor experience operation, the maintenance of the grounds at the Complex and the operation of the bus service to and from the monuments. The Visitor Experience Manager also has a support role for OPW and the Department of Housing, Local Government and Heritage regarding their formal roles with UNESCO with regard to the World Heritage Property as well as coordinating community outreach, research and education programmes. The role may further extend to include the protection and management of other unmanned sites in the general area.

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Essential Eligibility Requirements (as at the closing date):

Candidates must

- Have a proven record of previous experience in the day-to-day running of a significant tourist attraction including operational management experience of Human Resource Management, Industrial Relations, Budgetary control, Health & Safety, Community engagement and relevant stakeholder Management. Yes ☐ No ☐
- Have 5 years previous experience in the supervision of staff. Yes ☐ No ☐

Desirable Qualifications and Skills

- Hold a qualification at level 7 on the National Framework of Qualifications (minimum 2nd class honours) in an appropriate subject, preferably but not limited to, Heritage Management, Cultural policy, Facilities, Archaeology, Anthropology, History, Art History, Geography, Literature, Folklore, Cultural Policy;
- Full Drivers' Licence, Category B&W;

The person appointed will be able to demonstrate a strong personal approach to:

- Planning, organising and leading the delivery of quality professional services;
- Directing and supporting individuals and teams of outdoor & indoor staff in support of excellent service delivery and communicating effectively with key stakeholders;
- Demonstrating a broad knowledge of cultural literacy, social history and traditional values including health and safety applications;
- Demonstrating a career record that shows a knowledge of the management of staff, projects, work programmes and services;
- Good interpersonal, communication, networking and team building skills;
- Employing previously earned knowledge, skills and experience relevant to the duties of the post.

General skills and competencies of which previous experience will be an advantage

- Experience in managing a large operational team, day to day operations, Health & Safety, Human Resource matters, financial reporting;
- Managing programmes, projects;
- Engaging with diverse range of stakeholders;
- Event management experience;
- Marketing & Promotion;
- Cultural programming;
- Effective analysis and decision making;
- Communication, interpersonal and numeric skills;
- ICT usage and application;
- Research.

Principal Responsibilities and Duties of the Visitor Experience Manager:

The successful applicant will be expected to possess and demonstrate strong managerial, analytical and leadership skills, drive and commitment, ICT use and application and excellent interpersonal and communication skills.

The following list of responsibilities is not exhaustive but indicative of the role of the Visitor Experience Manager at the Brú na Bóinne Complex and associated sites. Please note that the Visitor Experience Manager's area of responsibility may be subject to review and amendment at any time.

The duties described here are relevant to all Heritage Sites assigned to the successful candidate in addition to the management of the Brú na Bóinne Complex.

Brú na Bóinne Complex Management

- Supervision and coordination of the Brú na Bóinne Complex, including liaising with Administration in relation to periodic tenders for Security, Cleaning, Waste management and any other janitorial or service requirements;
- Participation with Administration in the development of a Management and Maintenance Plan for the Brú na Bóinne Complex and ongoing liaison with National Monuments Depot and assisting with establishing briefs of requirements for works.

National Monument Protection of Newgrange and Knowth, Mellifont Abbey, Loughcrew, Trim Castle and Hill of Tara and other unmanned sites that may be assigned to the remit of the role in the future.

- Co-ordination role, with Guide staff, to enforce the protection role for the National Monuments;
- Appropriate liaison with National Monuments Conservation staff, providing information and assistance with regard to risks to fabric, identifying damage and assisting in organising tasks when required;
- Implementation of a strategic management and co-ordination approach in relation to Guided Tours operation the National Monument sites concerned that is aimed at balancing public access with conservation management;
- Work with the National Monuments Service of the Office and local authorities in developing management and conservation plans for monuments as appropriate. Work as part of the implementation groups of these plan.

Health and Safety

- Health and Safety Manager in relation to the Bru na Bóinne centre and the associated monument sites in accordance with the role as set out in the OPW Safety Statement;
- Management and coordination of Staff safety training, in tandem with National Monuments Service admin and OPW Health & Safety Unit;
- Accident monitoring and reporting;
- Management and coordination of external service providers / contractors when on site;
- Acting as a key holder and remaining on call for emergency callouts / alarm activation response through an accredited Security Company;
- Management of Visitor Safety.

Resource Management for the presentation of all sites under the remit of the Visitor Experience Manager

- Establishing the level of optimum staff resources with the Guide and support staff team for Guiding and other operational roles;
- Liaising with National Monuments Admin/Visitor Services in relation to seasonal recruitment and, with the Supervisor Guide, participating as appropriate in the annual selection and recruitment process;
- Liaising with National Monuments Admin in relation to Guide pay issues and overtime requirements;
- Addressing HR issues as they arise, liaising with OPW Industrial Personnel as required;
- Managing the Budget allocation for the Complex and carrying out related financial activity as necessary.

Education Program for all sites under remit

- Development, management and coordination of Education Programmes for Primary and Post-Primary level students;
- Engagement with curriculum development bodies (e.g. National Council for Curriculum and Assessment etc.) to ensure appropriate education policy development and delivery;
- Management of Free Educational visits for School system;
- Management of appropriate seminar programmes including historic lectures, seminars and other events and manage the Winter Solstice lottery, draw and with National Monuments service the event itself.

Interpretation Management

- Liaise with archaeologists, historians and national institutions to ensure the highest standards of interpretation at the sites ;Participate in the regular reporting procedures re the WHS to UNESCO; Promote and celebrate the educational and cultural values of UNESCO;
- Host international groups from other World Heritage Sites;
- Write reports, policies and procedures, marketing documents and interpretive material;
- Keep up to date with developments in the field and with historical research into topics related to the attractions;
- Deal with enquiries from researchers and the public;
- Design and analyse visitor feedback surveys;
- Relate at a senior level to local authorities or national bodies within whose remit the World Heritage Site may fall;
- Ensure high standards of customer service and health and safety for visitors to the site;
- Attend and present at conferences at home and abroad;
- Be available for press, TV and other media interviews;
- Engage with academic research and publication.

Booking Management and Control

- Overall responsibility for the implementation of a coordinated online booking management system for both individual and business (Tour Operator) visitors; reporting regularly to Visitor Services Management in relation to booking management issues and agreeing/implementing such operational changes as are deemed necessary to optimise the system;
- Admission systems management including process design and adjustment and management for pre-booked visits, Tour Operators and Queue management and control;
- Management of ticketing and reception systems.

Financial Management of all sites under the remit of the Visitor Experience Manager

- Development, implementation and maintenance of appropriate security and audit controls in respect of admissions takings and signing off on financial and admissions returns to Visitor Services Section;
- Management of Electronic Point of Sale systems (EPOS) for all admissions at Brú na Bóinne and the other sites under remit;
- Engagement with OPW Finance Unit and Visitor Services Section in relation to development and implementation of protocols for cash handling, control of credit / debit card systems and Tour Operator / Individual online payment systems;
- Authorisation of wages for relevant staff;
- Approval of Purchase Orders, preparation of any required Reports and engagement with all Audit procedures as necessary.

Demographic Mapping and Assessment for all sites under remit

- Development of performance management and visitor survey tools to plot visitor satisfaction and engagement;
- Development of demographic plotting to analyse visitor patterns and inform future management strategies.

Franchisee Management at the Bru na Bóinne Complex

- Liaison with National Monuments Service Admin in brief development and selection processes for Franchisees (Café and Bookshop / Gift shop);
- Ongoing management of Franchisees in the Brú na Bóinne Complex to ensure optimum service delivery and fit with visitor needs;
- Control of Franchisee operations in the Brú na Bóinne Complex with particular regard to deliveries, stock storage etc. to ensure lack of disruption to visitors and the site.

Attraction Marketing for all sites under remit

- Participation, with Visitor Services Section and Fáilte Ireland in relation to planning for marketing of Brú na Bóinne and satellite sites;
- Engagement with other OPW sites in relation to joint approaches to visitor markets / cross marketing of local sites;
- Development of online marketing tools using Brú na Bóinne web presence.

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Online Presence

- Content management responsibility for the Brú na Bóinne web presence (i.e.: Brú na Bóinne page on heritageireland.ie and online booking site);
- Monitoring of social media sites and provision of appropriate response to customer comments and complaints.

Event Management / Filming Requests

- Management of the Permissions applications;
- Coordination of event management for Brú na Bóinne and all sites under remit including risk planning, event application assessment and decision, logistical monitoring and support onsite and facility fee administration and recoupment;
- Liaison with National Monuments Permissions/Conservation team as appropriate with regard to potential impacts on the monuments under the area of responsibility;
- Strategic planning and development of site use policy;
- Development of film location policy and engagement with Location managers and Irish Film Board on specific projects;
- Be available for media engagement as required.

Community Engagement

- Development of contacts within the local community to facilitate appropriate events with a social / community focus.

Human Resource Management

- Line Management responsibility for Supervisor Guide, Guides and operational staff within the Brú na Bóinne team;
- Management of annual performance management and development system;
- Development, with National Monuments Service admin, of training strategy and managing the delivery of appropriate training.

Specific duties and engagements

- Engagement with appropriate stakeholders to ensure delivery of the Hill of Tara Conservation Management Plan and similar engagement with other such Plans in the future as the need arises;
- Solution-led engagement to specific issues that may arise within the area of responsibility pertaining to any specific site under remit;
- Management, in co-operation with National Monuments Admin, of the annual Solstice event at Newgrange in addition to other Solstice events at other sites under remit;
- Engagement with various stakeholders in relation to specific matters relating to the Brú na Bóinne World Heritage Site Management Plan.

Reporting Relationship

The Visitor Experience Manager reports to the Principal Officer responsible for Heritage Services – National Monuments and Visitor Services and any other person to whom authority has been delegated.

The Visitor Experience Manager is required to:

- Implement procedures for the proper conservation and preservation of the integrity of the site;
- Supervise work of the Guiding team;
- Demonstrate flexibility consistent with the needs of the service;
- Closely liaise and co-operate with Visitor Services, including prompt and regular reporting to Senior Management;
- Closely liaise and co-operate with National Monuments Admin, including prompt and regular reporting to Senior Management;
- Demonstrate a thorough knowledge of the key responsibilities of the job and be capable of meeting the full range of the requirements of the position;

- Remain calm while working under pressure when effectively dealing with incidents and make sound judgements in emergency situations;
- Apply excellent and effective interpersonal and communication skills involving a professional, polite and courteous manner while presenting a positive image of the OPW when dealing with colleagues, management and the public; apply a positive, flexible and proactive approach to work allied with an ability to deliver an effective work presence;
- Carry out all work in an efficient and safe manner, in accordance with the directions of management, with regard to self, colleagues and the public through understanding, observance and application of Health and Safety requirements;
- Successfully undertake training as and when required;
- Carry out other duties deemed by the management as reasonable and appropriate to the grade and to the position;
- Co-operate with the operation of and introduction of new work practices and technology.

The Essential Skills required by a Visitor Experience Manager:

- Remain calm while working under pressure, when effectively dealing with incidents;
- Make sound judgements in emergency situations;
- Work on own initiative in accordance with manager instructions whilst being an effective part of a larger team;
- Apply excellent and effective interpersonal and communication skills involving a professional, polite and courteous manner while presenting a positive image of the OPW when dealing with colleagues, management and the public;
- Apply a positive, flexible and proactive approach to work allied with an ability to deliver an effective work presence;
- Carry out all work in an efficient and safe manner, in accordance with the directions of the manager, with regard to self, colleagues and the public through understanding, observance and application of Health and Safety requirements;
- Successfully undertake training as and when required;
- Be capable of meeting the full range of the requirements of the position;
- Co-operate with the operation of and introduction of new work practices and technology;
- Confident user of common ICT packages;
- Clear evidence and examples of research skills;
- Experience of supervision, management and rostering of staff;
- Organisational, planning and administrative skills;
- Communication, interpersonal and numeric skills;
- Analysis and decision making;
- Leading and managing teams.
- Strong project management skills – strategic planning, monitoring and evaluation, setting and achieving milestones, managing resources, budget planning and administration, IT skills, and an ability to maintain records;
- Experience of budget management;
- Strong analytical and critical evaluation skills;
- High degree of self-management capability;
- Experience in line management/supervision of staff and volunteers;
- Strong interpersonal skills and the ability to deal with a wide and diverse range of people;
- A full, clean drivers' licence, or access to independent means of travel to visit sites.

Contacts with:

- High Level international and Domestic Visitors;
- Department of An Taoiseach; Protocol;
- Other Government Departments;
- Staff of the Office of Public Works;
- Members of the Public;
- External Contractors and Suppliers.

Special conditions apply

- The Visitor Experience Manager is required to work on a roster (five days over seven days per week including weekends and public holidays). Flexibility in attendance is required, including evening attendance as and when required;
- Outdoor work, including in inclement weather, may be a requirement;
- A neat appearance is essential;
- Environmental awareness;
- Liaise with Government Departments, State bodies and other clients as required.

Outside Employment

The position is whole-time and the appointee may not at any time engage in, or be connected with, any outside business or activity which would in any way conflict with the interests of the OPW, or be inconsistent with their official positions, or tend to impair their ability to carry out their duties. For this reason, an appointee who intends to be engaged in or connected with any outside business or employment should inform the OPW HR Management (Operational) Section of such an intention.

III-Health Retirement

For an individual who has retired from a Civil/Public service body on the grounds of ill-health his/her pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that employment.

Health

Before being accepted as suitable for appointment, the appointee must satisfy certain criteria including suitability in respect of health. The onus is on the appointee to declare their suitability, to the best of their knowledge and belief, regarding their health status, and in this regard, the appointee will be asked to complete a health self-declaration statement. Please note that any misstatements, incomplete statements and/or false declarations are liable to disqualify the appointee from the competition and/or result in the summary termination of their appointment to/employment in the position.

Security Clearance

Garda vetting may be sought in respect of individuals who come under consideration for certain appointment(s). The proposed appointee may be required to complete and return a Garda Vetting form that will be forwarded to An Garda Síochána for security checks to be undertaken. Enquiries may also be made with the police force of any country in which the proposed appointee resided. The person selected for appointment under this competition may receive an offer of appointment, the commencement and continuation of which would be subject to satisfactory Garda Vetting of the proposed appointee.

Pay

The relevant Pay Scale for the position, as and from 1st October 2023 is as follows:

Incremental Progression	Point	Non – PPC (This rate will apply where the appointee is not required to make a Personal Pension Contribution)	PPC (This rate will apply where the appointee is a new entrant or an existing civil servant appointed on or after 1 January 2013 and is required to make a Personal Pension Contribution.)
On commencement	1	€1,077.19	€1,131.85
After 2 Years	2	€ 1,194.41	€1,255.13

The successful candidate will be paid at the appropriate point of the pay scale.

Increases in pay will be awarded in line with Public Service Pay agreements and any arrears backdated.

Payment will be made weekly by Electronic Fund Transfer (EFT) into a bank account of an officer's choice. Payment cannot be made until a bank account number and bank sort code has been supplied to the Office of Public Works. Statutory deductions from salary will be made as appropriate.

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Important Note: Increments may be awarded subject to changes in the terms and conditions relating to salary increments in the Civil/Public Service generally.

Declaration:

Applicants will be required to declare whether they have previously availed of a Public Service scheme of incentivised early retirement. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.

Confidentiality

Subject to the provisions of the Freedom of Information Act, 2014 applications will be treated in strict confidence. All aspects of the application and assessment process are treated as strictly confidential and are not disclosed to anyone, outside of those persons directly involved in an aspect of the assessment process.

Other important information

The Office of Public Works will not be responsible for refunding any expenses incurred by candidates. The admission of a person to a recruitment process, or an invitation to attend any element of the selection process, is not to be taken as implying that the Office of Public Works is satisfied that such person fulfils the requirements of the competition or is not disqualified by law from holding the position and does not carry a guarantee that your application will receive further consideration. It is important, therefore, for you to note that the onus is on you to ensure that you meet the eligibility requirements for the competition before attending. If you do not meet these essential entry requirements but nevertheless attend for selection tests/interview(s) you will be putting yourself to unnecessary expense. Should the person assigned to a post decline, or having accepted it, relinquish it or if an additional vacancy arises the Office of Public Works, may, at its discretion, select another person for appointment on the results of this selection process.

Candidates' Obligations

- candidates must not knowingly or recklessly provide false information;
- candidates must not canvass any person with or without inducements;
- candidates should note that canvassing will disqualify and will result in their exclusion from the process.
- candidates must not interfere with or compromise the process in any way;
- a third party must not personate a candidate at any stage of the process;
- any person who contravenes the above provisions or who assists another person in contravening the above provisions is guilty of an offence. A person who is found guilty of an offence is liable to a fine/or imprisonment;
- in addition, where a person found guilty of an offence was or is a candidate at a recruitment process, then: where he/she has not been appointed to a post, he/she will be disqualified as a candidate; and where he/she has been appointed subsequently to the recruitment process in question, he/she shall forfeit that appointment.

Specific candidate criteria

Candidates must:

- have the knowledge and ability to discharge the duties of the post concerned;
- be suitable on the grounds of character;
- be suitable in all other relevant respects for appointment to the post concerned; and if successful, they will not be appointed to the post unless they:
 - agree to undertake the duties attached to the post and accept the conditions under which the duties are, or may be required to be, performed;
 - are fully competent and available to undertake, and fully capable of undertaking, the duties attached to the position.

Deeming of candidature to be withdrawn

Candidates who do not attend for interview or other test when and where required by Office of Public Works, or who do not, when requested, furnish such evidence as the Office of Public Works require in regard to any matter relevant to their candidature, will have no further claim to consideration.

Data Protection and Confidentiality Statement

By submitting an application form for the purpose of applying for recruitment to, or promotion or assignment within, the Office of Public Works, candidates give consent for the personal data submitted to be processed as part of the selection process and administration of that competition.

By consenting to this agreement, candidates give permission for the data submitted as part of this application form to be processed by Office of Public Works HR Management (Operational) section for the purpose of administration and for relevant data to be made available to assessment boards for the purpose of assessing and selecting the most suitable candidate(s). The data submitted will not be used for any other purpose and will be retained in accordance with the Office of Public Works retention policy.

All such information will be maintained safely and securely in line with the provisions of the Data Protection Acts and Regulations.

Citizenship Requirements

Eligible candidates must be:

- (a) A citizen of the European Economic Area (EEA). The EEA consists of the Member States of the European Union, Iceland, Liechtenstein and Norway; or
- (b) A citizen of the United Kingdom (UK); or
- (c) A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons; or
- (d) A non-EEA citizen who has a Stamp 4 visa; or
- (e) A person awarded international protection under the International Protection Act 2015 or any family member entitled to remain in the State as a result of family reunification and has a Stamp 4 visa; or
- (f) A non-EEA citizen who is a parent of a dependent child who is a citizen of, and resident in, an EEA member state or the UK or Switzerland and has a Stamp 4 visa.

*Please note that a 50 TEU visa, which is a replacement for Stamp 4EUFAM after Brexit, is acceptable as a Stamp 4 equivalent.

To qualify candidates must be eligible by the date of any job offer.

Application Process and Selection Process

Applications for the post are invited from persons who meet the essential eligibility requirements above. A short-listing process may be used in order to determine those applicants who will be invited to attend for competitive interview. The short-listing process will be based on an assessment of the information supplied on the Application Form. When completing the Application Form, please take the opportunity to provide as much relevant information as possible and to demonstrate relevant qualities and experience to support your application. Following shortlisting, if applicable, suitable applicants will be invited to attend for a competitive interview.

The competitive interview process will be used by OPW to select the candidate determined by the Interview Board as being the most suitable to fill the position and a panel of the next most suitable candidates, effective for a limited period, will be formed.

Only those considered most suitable for placement on the panel, by the Interview Board at the competitive interview, will be positioned on the panel in the order of merit as determined by the Interview Board. Placement on the panel does not guarantee nor imply that an offer of appointment will be made to those placed on same. If a panel member does not accept an offer of appointment, when made, that panel member may not receive a further offer of appointment.

Appointments by the OPW to approved positions of employment are made as and when considered appropriate by OPW management and will be subject to:

- Receipt of satisfactory references for the candidate;
- The candidate meeting the health requirements for the position;
- The candidate passing Garda Vetting Requirements.

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If a panel member does not accept an offer of appointment, when made, that panel member may not receive further offers of appointment.

Candidates may be required to provide satisfactory documentary evidence of all qualifications claimed by them, which must be provided promptly on request. Failure to produce such documentary evidence when requested may lead to disqualification from the competition and/or termination of contract.

Applicants **must** include, with their application form:

- **A clear copy of their relevant certificates of training and qualification; (where applicable)**
- **A clear copy of the your Driver's Licence/Passport;**
Note: A copy of your Drivers Licence or Passport will be used to verify your identity, should you be offered an appointment to the advertised position.
- **A clear copy of their Employment Permit, if applicable.**
(A non-EEA national, unless exempted, requires an employment permit to work in Ireland).

Failure to produce such documentary evidence when requested may lead to disqualification from the competition.

An application form for the position is available on the OPW website www.gov.ie/opw under "Jobs at the OPW". Advice and information that may be of assistance to applicants is also available on the website.

If you are interested in being considered for the above position and are satisfied that you meet the criteria as outlined above, please complete an Application Form. Please send the application form and copies of the required documentation by email to:

recruitment@opw.ie

The closing date for receipt of completed Application Forms is **5:30pm on Friday, 12th April 2024**. Applications received after this time will not be considered for the competition.

As all correspondence from Recruitment will be via email, it is your responsibility to ensure that the email account provided on the application form is monitored and any changes to contact details should be notified with the competition reference number to recruitment@opw.ie as soon as possible.

The OPW will not be liable for any costs incurred in applying for the position and/or attending an interview.

The Office of Public Works is committed to a policy of equal opportunity.

Please note that canvassing will disqualify.