



Position: Commercial & Sustainable Growth Manager
Organisation: Museums and Heritage Highland
Project: Pathways to the future
Employment Status: Freelance fixed period role - for 2 years
Fee: £38,000pa (£76,000 over 2 years)
Hours: Around 35hrs per week

BACKGROUND

Museums and Heritage Highland (MHH) is a network organisation and charity formed in March 2019. We are a strong, supportive voice for heritage in the Highlands. Our members include museums, galleries and heritage organisations of all sizes from across the region. We work to promote collaborative working and capacity building; promoting partnership opportunities that support our members achieve their purpose and to be sustainable and resilient in challenging times.

'Pathways to the Future' is a collaborative project led by Museums and Heritage Highland, working with small, rural museums across the Highlands. The project supports museums to build more sustainable futures by developing income in ways that reflect their values, communities and places. The Commercial & Sustainable Growth Manager will work alongside museums to explore new and existing income opportunities, build partnerships, and strengthen confidence around earned income and long-term planning. By sharing expertise and working collaboratively, the role helps create breathing space for museum leaders and supports museums to grow in ways that are thoughtful, realistic and sustainable. (not all of the below duties will be applicable, but should be explored through conversations with the participating museums)

KEY DUTIES

Business Development & Income Generation

- Drive growth in earned income through admissions, retail, venue hire, online opportunities events and experiences.
- Develop retail opportunities (in-gallery shops, online, joint product lines) with a focus on strong local stories and identities.
- Explore joint ticketing and regional visitor passes to encourage multi-site visits.

Tourism & Travel Trade Development

- Build relationships with regional and national tourism organisations (VisitScotland, destination marketing groups, tour operators).
- Develop bookable "products" for the travel trade (packages, group tours, experiences tied to museum themes).
- Position museums as part of local/regional itineraries, collaborating with hotels, attractions, and tour companies.
- Attend tourism trade fairs or networking events to promote the museums collectively.

Sponsorship & Corporate Partnerships

- Develop sponsorship packages for exhibitions, events and museum programmes.
- Cultivate relationships with local and regional businesses for financial and in-kind support.

Marketing & Audience Growth

- Lead on strategic marketing campaigns aimed at attracting new audiences (digital campaigns, PR, partnerships).
- Use audience data to refine marketing approaches and target growth areas (e.g., families, cultural tourists, cruise visitors).

Partnerships & Regional Collaboration

- Act as the commercial lead for collaborations across the eight museums, exploring economies of scale and joint initiatives.
- Broker partnerships that expand visibility and income potential beyond what each museum could achieve alone.

PERSON SPECIFICATION

The successful candidate will embody MHH' core values: collaboration, innovation, inclusion and integrity.

WORK EXPERIENCE AND SKILLS

Essential

- Experience developing and delivering commercial income and sustainable growth activity within a heritage, cultural, charitable or visitor-focused organisation
- Strong financial skills, with experience managing budgets, income targets and performance monitoring
- Experience using audience insight, market research or visitor data to inform commercial decision-making
- Ability to identify, assess and develop new income streams in a values-led and risk-aware way
- Strong understanding of sustainable and ethical approaches to growth, including environmental responsibility and responsible procurement
- Excellent communication skills, with experience presenting proposals and performance updates to senior leadership teams
- Strong project management skills, with the ability to prioritise, deliver and adapt in resource-constrained environments

Desirable

- Experience working specifically within museums, historic sites, archives or built heritage
- Knowledge of heritage funding and investment landscapes, including grant-funded growth or resilience programmes

- Experience developing commercial activity in rural, island or community-led heritage settings
- Understanding of tourism, place-based economies and destination partnerships
- Experience embedding environmental sustainability targets (e.g. carbon reduction, waste reduction) into commercial operations
- Familiarity with charity governance and compliance in relation to trading and commercial activity

WORK ENVIRONMENT

You will be required to work from home, but will be supported by MHH's board and staff and there may be some travel required to meet the participating museums.

Museums and Heritage Highland provides equal opportunity for employment to all applicants. No person shall be discriminated against on the basis of race, colour, religion, gender, age, ethnicity, marital status, disability, sexual orientation, or any other status or condition. MHH is committed to maintaining an environment in which all employees are treated equitably and given the opportunity to achieve their full potential in the workplace.

Application process

Please apply in writing including your CV/past experience and a covering letter (not longer than 1000 words) outlining your reasons for applying and suitability for this post. We support a variety of application techniques and would also welcome applications that are video based - these must be not longer than 5mins in length and should be sent via WeTransfer - or in the form of a powerpoint presentation (no more than 10 slides)

Contact for more information and for submitting your application: Nicola Henderson, nicola.henderson@museumsandheritagehighland.org.uk

Deadline for applications: 5pm 8th June 2026

Start Date: 6th July