

Tides of Time – Stories of a River Town



ROLE: VISITOR CENTRE MANAGER- CARRICK-ON-SUIR

About Tides of Time – Stories of a River Town

Tides of Time – Stories of a River Town is a new immersive visitor experience located in the historic St Nicholas Church and Graveyard in Carrick-on-Suir opening May 2026

Developed by COSDA CLG in partnership with Explore Carrick-on-Suir the centre is supported by Fáilte Ireland and the EU Just Transition Fund, representing a significant investment in the cultural and tourism development of the town.

The experience brings together the rich heritage of Carrick-on-Suir through storytelling, combining exhibition, audio-visual elements and interactive interpretation. It explores themes such as local history, river life, the great houses, industry and the voices and stories of the people who shaped the town.

The Visitor Centre will also include a café, curated book and gift shop and Michael Caody's Study with a cultural programming space creating a welcoming attraction for both visitors and the local community.

As a key part of the wider tourism offering, Tides of Time connects with attractions such as Ormond Castle, the Suir Blueway and the surrounding three-county hinterland, positioning Carrick-on-Suir as a compelling destination for visitors.

Position Overview

The Visitor Centre Manager will lead the operation, visitor experience, and strategic development of Tides of Time – Stories of a River Town, an immersive heritage attraction located in the historic St Nicholas Church and graveyard precinct in Carrick-on-Suir.

This role combines heritage interpretation, tourism development, community engagement, and operational leadership. The successful candidate will ensure the centre becomes a vibrant cultural hub that celebrates Carrick-on-Suir's rich history, literary heritage, and river traditions, while delivering a high-quality and engaging visitor experience.

This is a hands-on role requiring a balance of leadership and operational delivery, combining elements of operations management, duty management and small-scale commercial oversight.

The Manager will work closely with Explore Carrick-on-Suir / COSDA CLG, tourism partners, community organisations and national agencies to grow visitor numbers, develop programming, and position the centre as a key cultural and tourism destination.

Responsibilities & Role Scope

The Visitor Centre Manager is responsible for the effective day-to-day running of the centre, including staffing, visitor services, scheduling, and the coordination of ticketing, retail and café operations. The role also includes maintaining the building, exhibition spaces, and digital installations to a high standard, while ensuring full compliance with health and safety requirements.

The Manager will deliver and continually enhance the visitor experience, ensuring that the Tides of Time interpretation is engaging, accessible and of a high standard. This includes curating exhibitions, evolving content with creative and heritage partners and developing tours, storytelling experiences and educational offerings supported by digital and audiovisual elements.

The role includes planning and evaluating a year-round programme of cultural activity, ensuring alignment with operational capacity and commercial viability. This involves working with artists, historians, writers and community groups to deliver meaningful and dynamic programming.

The Manager will develop and maintain strong relationships with tourism stakeholders and partners, positioning the centre within regional visitor itineraries and contributing to its profile within the wider tourism offering.

Community engagement is a key aspect of the role, requiring collaboration with residents, schools and organisations to support participation in heritage and storytelling initiatives.

The Manager will also support marketing and audience development in collaboration with the Explore Carrick-on-Suir team, contributing to campaigns, partnerships, and the use of visitor data to inform decision-making and ongoing growth

Operations, Staffing & Commercial Management

The Manager will operate in a hands-on capacity, ensuring the efficient day-to-day running of the centre. This includes overseeing visitor flow, capacity, and dwell time to maintain a smooth and high-quality experience, particularly during peak periods.

A key responsibility will be the development and management of a cross-functional team, with staff trained across visitor services, retail, bookings, and guiding. The Manager will oversee staff scheduling, performance, and training, while fostering a professional, customer-focused, and positive working culture.

The role includes full responsibility for booking and revenue systems, including ticketing, group bookings, pricing structures, and scheduling. The Manager will monitor and optimise attendance, yield, and overall commercial performance.

Oversight of café and retail operations forms an important part of the role, including supplier coordination, stock management, and performance monitoring, alongside managing third-party relationships where applicable.

The Manager will also coordinate facilities, cleaning, maintenance, and technical support to ensure the centre always remains fully operational, liaising with contractors and service providers as required.

Financial & Administrative Management

The Visitor Centre Manager will be responsible for managing operational budgets, financial reporting and overall administrative functions. This includes overseeing all revenue streams, monitoring financial performance and ensuring efficient use of resources.

The role will support funding applications, reporting requirements and stakeholder engagement, while contributing to the long-term financial sustainability and growth of the centre.

Key Performance Indicators (KPIs)

The performance of the Visitor Centre Manager will be measured against agreed Key Performance Indicators, including achieving visitor number targets, meeting income and revenue goals, managing operations within budget, delivering a high-quality visitor experience, and successfully implementing programming and partnerships. KPIs will be reviewed and agreed with COSDA CLG management on a seasonal basis.

Skills & Experience

The ideal candidate will have experience in heritage, tourism, cultural management or visitor attractions, with strong organisational and leadership skills and experience managing public-facing operations. Excellent communication and storytelling ability are essential, along with the ability to build strong partnerships with community and tourism stakeholders.

A background in heritage, museum studies, or cultural tourism is desirable, as is experience in event programming and working within funded or grant-supported projects.

Personal Qualities

The successful candidate will be passionate about heritage, storytelling and place, with a proactive and energetic approach to developing visitor experiences. They will be community-minded, collaborative, and entrepreneurial, with the ability to act as a strong ambassador for Carrick-on-Suir and its Hinterlands.

Vision for the Role

The Visitor Centre Manager will play a central role in shaping Tides of Time – Stories of a River Town as a living cultural space that connects people, place and story while contributing to the ongoing cultural and tourism development of Carrick-on-Suir.

Reporting & Governance

The role reports to the Board/Management of COSDA CLG and works in close alignment with Explore Carrick-on-Suir. The Manager will provide regular reporting on operations, visitor performance, financials and delivery against KPIs, ensuring alignment with strategic objectives.

Salary & Conditions

The salary range for the role is €38,000 – €45,000 per annum, depending on experience. The position is offered on a fixed-term contract of three years, subject to funding and performance review with a six-month probationary period.

The role is full-time, with working hours of 37.5–40 hours per week, including weekends and occasional evenings as required. Flexibility is essential, with time in lieu provided where appropriate.

Annual leave entitlement is 20 days plus public holidays.

3-Year Role Vision

In Year 1, the focus will be on delivering a strong opening, establishing operations, building partnerships, and setting baseline visitor and revenue performance. Year 2 will focus on growth, expanding programming, strengthening tourism links, and increasing visitor numbers and commercial activity. By Year 3, the role will focus on sustainability, reputation, and long-term development, positioning the centre as a key cultural and tourism anchor in the region.

Additional Note

COSDA CLG reserves the right to amend the role and responsibilities in line with organisational needs.