

Greenmyres Business and Operations Manager



Greenmyres

Ambitiously Rural

Application Pack

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Scottish Land Fund
Ionmhas Fearainn Na H-Alba



Scottish Government
Riaghaltas na h-Alba



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Greenmyres – For all those with boundless energy seeking opportunity!

1. Introduction

Huntly Development Trust (HDT) is an ambitious, active community-led company and charity working to make Huntly and District a better place to live, work and visit.

One of our key projects since 2014 has been the development of Greenmyres, a 63-acre (25 hectare) former hill farm, into a vibrant community asset providing all kinds of benefit to locals and visitors alike. These include the recent focus on introductory-level, family-friendly outdoors activities, such as, cycling and watersports, alongside (dog) walking, education, nature, volunteering and even beekeeping.

HDT is seeking to recruit a full time (37.5 hours per week) Greenmyres Business and Operations Manager (GBOM). The purpose of the post is to work with a range of stakeholders to maximise the opportunities and benefits that the Greenmyres site offers and ensure that it runs in a safe and welcoming manner. The post-holder will organise, supervise and deliver activities, and promote and manage all aspects of the Greenmyres site to generate income and provide wide community benefits. The accompanying starting salary is £37,500, plus a contributory pension scheme.

This application pack introduces you to the application process, HDT, Greenmyres and the role. If you have any queries, please contact: greenmyres@huntly.net.

2. The Application Process

2.1 Overview

The timetable for the application process is as follows:

Sunday 23 rd November	Deadline for receipt of applications by e-mail to greenmyres@huntly.net .
Monday 1 st December	Applicants informed whether they have been short-listed for interview and about the interview format
w/c Monday 8 th December	Interviews in Huntly/at Greenmyres
w/c Monday 15 th December	Interviewees informed of the outcome
As soon as possible thereafter	Successful candidate takes up their post

HDT reserves the right to amend this timetable without notice.

2.2. How to Apply

By **midnight on Sunday 23rd November**, applicants should send to greenmyres@huntly.net:

- A letter of application explaining your interest in the post (2 pages of A4 max)
- Your CV, including your contact details
- The names and contact details of two referees, one of which should be your current or most recent employer. These referees may be contacted by HDT prior to your interview. If you do not wish your referees to be contacted unless you are offered the job, please indicate this clearly in your letter of application.

Thank you for your interest in the vacancy and in Huntly Development Trust.

3. An Introduction to Huntly Development Trust

Huntly Development Trust (HDT) is a company limited by guarantee with charitable status formed by and for the community of Huntly and surrounding district.

HDT's aim is to build a resilient, inclusive, enterprising community capable of dealing with ongoing change.

Our main objectives are:

- maintenance, regeneration and improvement of the community's physical, economic, social and cultural infrastructure, and assisting people who are at a disadvantage because of their social and economic circumstances
- advancement of education and training, arts, culture, heritage, sports, recreation and environmental improvement.

Our main activities are development and management of projects to make Huntly and District a better place to live work and visit.

HDT has defined its 'community of benefit' as the AB54 postcode district, which covers the market town of Huntly itself and its catchment, including Aberchirder, Forgue, Gartly, Glass, Largue, Lumsden, Rhynie, Rothiemay & Ythanwells.

Since our establishment in 2009, we have undertaken a wide variety of projects of increasing scale and complexity and with a wide range of partners. These include:

- Acquisition and redevelopment of 3 town centre buildings as part of a wider community regeneration strategy, including our flagship Number 30 venue on The Square with its cinema, café, co-working, learning zone and other spaces.
- Establishment and operation of the Huntly Travel Hub, offering car, e-bike and community minibus hire as well as foot and cycle path development and promotion.
- Installation of gateway signage for Huntly
- Co-ordination of a skills development and exchange project with 3 communities in Finland
- Acquisition and ongoing development of Greenmyres Farm as a community resource, featuring a new watersports facility, cycle pump track and family-friendly outdoor education centre.

To reduce our dependency on grant funding and ensure we can benefit our community in the long term we seek to generate our own income wherever possible. To that end, we have developed several renewable energy initiatives, including commissioning our own community wind turbine at Greenmyres.

HDT is an active member of the Huntly Town Team (HTT), a multi-stakeholder group made up of a range of community organisations in Huntly and the public sector.

We are a member-owned and led organisation, steered by a volunteer board of Trustees/Directors and employ 24 staff (13 FTE).

More information on HDT can be found at www.huntlydt.org. More information about our vibrant community can be found at: www.experiencehuntly.com.

4.Greenmyres

In 2014, with the help of the Scottish Land Fund, HDT acquired Greenmyres Farm some 4.5 miles South-East of Huntly close to the A96 Aberdeen-Inverness trunk road and bordering Forestry and Land Scotland's Gartly Moor Forest. The aim of the purchase was twofold:

1. Develop a community wind turbine to generate green electricity and a significant revenue stream to support HDT and its investment in community projects over the long-term
2. Provide a venue for a range of outdoors activities for the health, wellbeing and economic development of our community.

On purchase, the farm comprised a deteriorating 1.5 storey farmhouse, various outbuildings, a large pond, and 63 acres of upland grazing. To date our work has resulted in:

- Successfully commissioning the community wind turbine
- Conversion of the deteriorating Greenmyres farmhouse into the Greenmyres Ecobothy, an exemplary environmental community venue capable of hosting groups of up to 30 people.
- Creation of ancillary facilities, such as a car park, cycle workshop and equipment store
- Completion of the missing links in pre-existing foot/cycle paths from Huntly to Greenmyres allowing access to the farm on 11 km of almost entirely traffic free paths/roads
- Construction of a foot/cycle path into Gartly Moor providing access to ca 30 kms of forest trails
- Planting of over 6,500 native trees, a wildlife pond and wildflower areas to increase biodiversity.
- Creation of a dog park
- Extension of the pre-existing pond to create a full triathlon-sized lochan which can be used for canoeing, kayaking, paddleboarding, raft building and open water swimming
- Installation of a cycle pump track.

From the above, it can be seen that Greenmyres packs a lot into its 63 acres, some areas lending themselves to “high energy” activities, while others are better suited to more tranquil activities, such as simply enjoying nature. The site is now richer in biodiversity than when we bought it, whilst being increasingly used by dog-walkers, families, runners and cyclists. The Ecobothy is also being booked for birthday parties, training courses, school visits and gatherings of uniformed groups.



Greenmyres - Sizing up the challenge and preparing to overcome barriers

Working with a range of funders, including the Gordon and Ena Baxter Foundation, UK Shared Prosperity Fund and North East Adventure Tourism (Opportunity North East's tourism arm), we have thus delivered the first elements of a high-quality family-friendly adventure tourism venue for visitors and our community alike. Over time, we aim to add mountain bike trails, a children's play area and potentially further supporting infrastructure, such as accommodation and a café. Our ambitions for the site are boundless! To that end, we are now seeking an ambitious, conscientious, enterprising team player to fulfil the role of our Greenmyres Business and Operations Manager. He/she will manage what we have already realised and develop the next stages of the Greenmyres adventure.



Greenmyres – For people, planet and profit!

5. Job Description

JOB DESCRIPTION	HDT/022
POST TITLE	Greenmyres Business and Operations Manager
DURATION	Permanent (37.5 hrs/wk)
REMUNERATION	£37,500 per annum, plus pension contribution
REPORTS TO	HDT Joint General Managers

Background and Job Purpose

Huntly Development Trust (HDT) is an ambitious, active community anchor organisation serving the town of Huntly, Aberdeenshire and its wider rural catchment. We undertake a range of initiatives to make our community a better place to live, work and visit, both for now and the future.

One of our key projects since 2014 has been development of Greenmyres, a 63-acre (25 hectare) former hill farm, into a vibrant asset providing all kinds of benefit to our community and visitors alike. Over recent years, with the support of several funders, we have been developing family-friendly, introductory-level outdoor adventure facilities at Greenmyres, alongside making improvements to site biodiversity and delivering activities for all in our community, especially young people.

HDT is now seeking a Greenmyres Business and Operations Manager to help us make the most of what this unique site has to offer. The successful candidate will be responsible for all aspects of current Greenmyres operations, as well as leading the planning and delivery of future site developments. This will ensure that Greenmyres delivers maximum benefit for a range of users, offers opportunities for (social) enterprise of all kinds and generates income for future delivery and reinvestment.



Greenmyres – Could this be your new office? If so, come and help us blaze more trails...

Key Tasks

- Ensuring that Greenmyres becomes financially self-sustaining through design and delivery of a varied programme of on-site activity that can serve all in our community. This is likely to include growing existing activities programmes, such as children's holiday camps, and outdoors education sessions for The Gordon Schools, as well as developing a wide range of other strands, such as land management for biodiversity, environmental education, rural skills and community growing.
- Managing day-to-day safe operation of the outdoors adventure activities offered on/by Greenmyres. This will include managing freelance instructional staff to ensure they are trained, inducted and confident in their work, conducting risk assessments and ensuring that we can retain our AALA licence. It will also involve acting as operations/facilities manager for the site, completing regular maintenance checks, identifying and mitigating risks and organising repairs where needed.
- Actively promoting Greenmyres and the opportunities it offers, managing enquiries and securing bookings for activities at the Ecobothy and the wider site. This will include liaising with users before, during and after their visit, ensuring that all equipment is ready for them to ensure a positive experience and that HDT obtains feedback to aid further development.
- Helping prepare a holistic Greenmyres development plan and robust accompanying business plan to ensure financial sustainability of the site. This will principally involve ways of generating income from site operations, as well as helping identify appropriate funding sources for future development. Support will be provided with grant funding applications, but the successful candidate will be expected to liaise with funders and prepare progress reports for them, and for the Greenmyres subgroup and HDT board.
- Working creatively with other parts of HDT, including Number 30 and the Huntly Travel Hub, to develop programmes that provide an attractive and mutually supportive offering for our community and visitors. This will include the Greenmyres subgroup, other HDT staff, Trustees and HDT members.
- Establishing and developing partnerships with others in the wider community to maximise the opportunities that the site offers. This will include developing and managing a programme of appropriate volunteer opportunities, as well as ensuring that all site users enjoy their time at Greenmyres.



Greenmyres – a small fish in a big pond, or...?

Required Skills/Attributes

A. Essential

- Passion for the great outdoors, with enthusiasm and skills to share that affinity with others
- Self-motivated with the ability to work under own initiative. Comfortable with some lone working, and works well as part of a small dynamic team
- High-level problem-solving skills and good judgement on when to bring in others
- Entrepreneurial and creative thinking to develop new and engaging income streams
- Knowledge and understanding of the needs and demands of running a community facility
- Qualifications, experience, interest and ability to organise and deliver outdoors adventure experiences e.g. watersports/cycling/hill-walking, especially leading group sessions
- Ability to proactively identify and mitigate risk, and examine/compile robust risk assessments
- Management experience of working with (freelance/casual) staff
- Understands marketing objectives. Possesses promotional skills and has a good level of competence in the effective the use of social media
- Understands rural communities and their needs and ambitions. Able to form partnerships and work with others in a constructive way
- Project management skills and experience (including financial management) with the ability to manage priorities
- Good communication and presentation skills, with attention to detail. Fluent in the use of Microsoft Office applications, e.g., Word, Excel, Powerpoint and Outlook.

B. Desirable

- Experience of working in the rural/adventure tourism sector with an ability and willingness to undertake hands-on site maintenance jobs, if necessary
- Experience of or an interest in all or any of the following: land management for biodiversity, environmental education, rural skills, community growing, sport development
- Experience of and ability to make high-quality funding bids

Reporting Relationships (This job is indicated by *)

HDT Members

HDT Board | of Directors

HDT Joint General Managers

HDT Greenmyres Business and Operations Manager (*)

Other

- The postholder will be based at Greenmyres, but by agreement can work from home/elsewhere on occasion.
- The ability/willingness to work flexible hours, including evenings and weekends, to reflect the nature of the post is essential, as is a driving licence.
- The post-holder is entitled to 31 days paid holiday per year, including public holidays.
- HDT offers a contributory pension scheme from which the post-holder may opt out.
- The post suits a positive, outgoing, down-to-earth person who can deliver real and tangible results



Greenmyres – beautiful by day, and by night

Please note, the purpose of a Job Description is to indicate the general level of duties and responsibilities, not to form an exhaustive or compulsory list of detailed activities.