



Ushaw



Head of Hospitality

Recruitment Pack



About Ushaw

Ushaw is a historic estate with stunning chapels, glorious gardens, illustrious museum and library collections. Our history originates in the early nineteenth century; collections date back to the ninth century and today Ushaw is focused on looking forward to delivering a sustainable enterprise for the future.

Ushaw now operates as a mixed economy, heritage visitor attraction supported by commercial activities including overnight accommodation, conferencing and events, studio space rental, retail and catering.

Ushaw has been open as a heritage visitor site for ten years - this period of transition from exclusive educational establishment to vibrant cultural heritage venue has been marked by trial and review, consolidation and growth. We have tested the appetite for Ushaw to develop a new purpose as a heritage and cultural attraction with varied commercial activities and have made a compelling case for Ushaw's future direction which is evidenced by the growth in annual audiences to over 100,000 and a largely self-sustaining financial model.



Our Vision

An Ushaw that flourishes and thrives, enhancing lives as a centre for heritage & culture. Its land, buildings and collections are accessible, sustainable and delivering lasting economic, social and environmental benefits rooted in community engagement.

Our Mission

We will preserve and protect the Ushaw estate, its land, buildings and collections, for the purpose of public access and enjoyment of arts, culture and heritage.

Our Values

Open

We are open and welcoming to all, embracing equality, diversity and inclusion.

Brave

We are brave - pushing boundaries and are not afraid of challenges.

Connected

We are connected - we respect the past whilst embracing the future.

Creative

We are creative - in our own approach to what we do and to inspire creativity in others.

Caring

We are environmentally conscious and care for both our environment and our communities.



Plans for the Future

As we enter the next decade of operation we have ambitious plans to develop the whole Ushaw estate. This includes:

- Removing the unused buildings from the Historic England at risk register and bring them back into meaningful use.
- Safeguarding our other listed buildings by implementing a full conservation plan that protects the buildings for the next one hundred years.
- Expanding our programme of cultural activities to engage national and international audiences ensuring that Ushaw plays a key role in the North East's cultural tourism offer.
- Telling the story of British/ English Catholicism since the sixteenth century through new displays of Catholic material culture; increase our visitor engagement to 200,000 annually.
- Embedding wellbeing in our culture for all those that visit or work at Ushaw.

Become part of the team that will develop the huge potential of this unique estate!



The Role

Head of Hospitality

Reporting to: Co-CEOS

Salary: £40k - £45k per annum (depending on experience)

Hours: 37.5 hours per week

Over the last two years, Ushaw's overnight business has grown rapidly. We are now looking for an ambitious and commercially minded Head of Hospitality to lead the next phase of growth. This is not simply an operational hotel role. We are seeking someone who can help shape and grow a distinctive overnight offer that combines heritage, retreat, pilgrimage, culture and visitor experience.

The Head of Hospitality will take ownership of Ushaw's overnight accommodation offer, including B&B rooms, group stays and an emerging Pilgrim Rooms concept. The initial priority of the role is to significantly grow overnight stays, occupancy, revenue and guest satisfaction.

The successful candidate will combine strong operational delivery with commercial thinking, helping position Ushaw as a unique destination for heritage visitors, retreat guests, walkers, pilgrims, cultural audiences and group travel.

The role will also work closely with marketing, events and catering teams to create joined-up guest experiences and maximise secondary spend opportunities.



Key Responsibilities

Commercial Growth & Strategy:

- Lead the continued growth of Ushaw's overnight accommodation business
- Develop and implement strategies to increase occupancy and overall overnight revenue
- Identify and develop new hospitality markets including: heritage tourism, retreats, pilgrimage, group travel, conference and event stays
- Develop attractive overnight packages and experiences
- Monitor competitor activity and market trends
- Use booking and occupancy data to drive performance and pricing decisions

Hospitality Operations:

- Oversee day-to-day operation of Ushaw's accommodation offer
- Ensure consistently high standards of cleanliness, presentation and guest experience
- Manage booking systems, guest communications and operational processes
- Work closely with housekeeping, maintenance and front-of-house teams
- Ensure smooth guest arrival, stay and departure experiences

Guest Experience:

- Help shape a distinctive hospitality identity for Ushaw
- Ensure guests experience a warm, authentic and memorable welcome
- Develop hospitality experiences that reflect Ushaw's unique character and setting
- Drive online reviews, repeat visits and reputation growth

Team Leadership:

- Lead and motivate the hospitality team
- Build a strong culture of professionalism, warmth and accountability
- Support recruitment, training and performance management
- Work collaboratively across departments including events, marketing, visitor experience and catering

Financial & Commercial Management:

- Manage hospitality budgets and performance targets
- Deliver revenue growth while maintaining strong operational control
- Monitor margins and identify opportunities for improved efficiency and profitability
- Contribute to wider commercial planning across the organisation

Person Specification

Essential:

- Proven experience in hospitality leadership
- Demonstrable track record of growing overnight accommodation revenue and occupancy
- Strong commercial awareness and customer focus
- Experience managing teams in a hospitality environment
- Experience using booking systems and hospitality technology
- Excellent organisational and communication skills
- Ability to work both strategically and operationally
- Flexible and hands-on approach
- Ability to problem solve and work to tight deadlines
- An aptitude for learning new software and systems
- A commitment to Equal Opportunities
- An understanding of, and sympathy with Ushaw's mission and values

Desirable:

- Experience within heritage, visitor attraction, retreat or destination hospitality
- Experience developing new accommodation concepts or offers
- Understanding of pilgrimage, retreat or cultural tourism markets
- Experience working in a mixed commercial/charitable environment



Benefits

- 25 days' annual leave + 8 bank holidays (pro rata)
- Employers pension contribution
- Annual membership of Ushaw Historic House, Chapels and Gardens; shared access to Historic Houses membership scheme

To Apply

Please submit a CV and covering letter outlining your relevant experience and interest in the role to jobs@ushaw.org by 5pm on Monday 6 July 2026. Interviews will be held week beginning 13 July 2026.

Applications should demonstrate clear evidence of successfully growing overnight accommodation performance and delivering excellent guest experiences. To discuss the position further please contact: Bethany Jackson, Head of Audiences - beth@ushaw.org