



Household Cavalry MUSEUM

Commercial and Operations Manager

Employer: Household Cavalry Museum Enterprise

Location: Horse Guards, Whitehall, SW1A 2AX

Contract: Full time, permanent

Salary: £38,000 to £41,000 per annum depending on experience

Reports to: Museum Director

Working pattern: Five days per week including regular weekend & evening working on a rota. The museum is open to visitors seven days a week.

About Us

The Household Cavalry Museum, situated at Horse Guards Parade in the heart of London, is a unique “living museum” dedicated to the proud history and contemporary role of the Household Cavalry - the British Army’s most senior regiment and the King’s Mounted Bodyguard.

Visitors to the museum are immersed in both ceremonial pageantry and operational realities with displays ranging from historic uniforms, saddlery and tack to live stables where mounted soldiers care for horses still used in state ceremonial duties.

With international and domestic audiences, the museum has a clear ambition to become one of the Top 10 attractions to visit in London.

About the Role

This is far more than an operations role.

This is an opportunity to manage one of London's most unique visitor attractions, set within the historic Horse Guards and at the heart of one of Britain's most iconic working military sites.

Every day, hundreds of visitors from around the world step through our doors to discover the remarkable story of the Household Cavalry, witness soldiers preparing their horses in the working stables, and experience centuries of history brought to life.

As Commercial and Operations Manager, you will play a pivotal role in the day-to-day running of the Household Cavalry Museum. Working closely with the Museum Director, you will oversee every aspect of the onsite visitor experience, ensuring the museum operates smoothly, efficiently and to the highest possible standards. You will manage our Visitor Services Assistants and Volunteers, creating a positive, motivated and high-performing team committed to delivering exceptional customer service.

Alongside operational role, you will drive the museum's commercial performance. You will manage and develop our museum shop, grow our online retail offer, oversee daily admissions, and lead the delivery of our programme of private tours, and experiences. Your ideas, energy and commercial insight will help identify new opportunities that generate income while enhancing the visitor experience.



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This is a role for someone who enjoys variety, thrives in a fast-paced environment and takes genuine pride in creating memorable experiences. One day you could be leading operational improvements, the next supporting a VIP event or launching a new retail product.

As an independent museum, every decision we make has a direct impact on our future. With ambitious plans for growth, an expanding commercial programme and our 20th anniversary approaching in 2027, we are investing in the next chapter of the museum's story. This is a rare opportunity to make a lasting contribution to an organisation that preserves one of Britain's most distinguished military traditions while building an exciting and sustainable future.

If you are an inspiring leader with strong operational and commercial experience, a passion for exceptional visitor experiences and the ambition to help shape the future of a unique museum, we would love to hear from you.

Key responsibilities

Visitor Operations

- Lead the museum's day-to-day visitor operation, ensuring an outstanding visitor experience.
- Line manage the Visitor Services Assistants.
- Deliver daily briefings to the staff and volunteers.
- Maintain exceptional visitor service standards throughout the visitor journey, proactively resolving issues and responding to visitor feedback.
- Manage the volunteers and create a volunteer rota that fits with the operational requirements.
- Oversee admissions, bookings, ticketing and point of sale systems.
- Maintain the highest standards of presentation, accessibility, safety and security.
- Monitor visitor satisfaction and use feedback to identify opportunities for continuous improvement.
- Coordinate operational requirements for educational visits, ensuring programmes are delivered safely and effectively in collaboration with museum staff and volunteers.
- Support the delivery of evening events, venue hire functions and special museum experiences where tours form part of the visitor offer.
- Manage and respond to visitor enquiries received by email.
- Oversee opening, closing and financial control procedures.

Retail Operations

- Manage the museum shop, maintaining adequate stock levels, monitor margins and grow sales
- Manage retail stock control to ensure that best selling products are in continuous supply, completing stocktakes and implementing actions to help minimise write offs and potential loss
- Maintain the museum's e-commerce offer, overseeing the day-to-day administration of the online shop and processing and fulfilling orders
- Manage the relationships with our suppliers.



Tours and Experiences

- Lead the coordination and day-to-day delivery of the museum's guided tours, private tours and experiences, ensuring consistently high standards of customer service.
- Oversee the operational delivery of public, private, educational and VIP tours, ensuring they run efficiently and professionally.
- Deliver guided tours and presentations where required, confidently engaging audiences of all ages and backgrounds, including schools, military groups, corporate clients, dignitaries and international visitors.
- Ensure all tours accurately reflect the history, heritage and values of the Household Cavalry, maintaining high standards of interpretation and presentation.
- Ensure all tours and visitor experiences comply with health and safety requirements, safeguarding policies and security procedures within the operational environment of Horse Guards
- Act as an ambassador for the Household Cavalry Museum, representing the organisation professionally and promoting its reputation for excellence in heritage interpretation and visitor engagement.
- Work closely with the Museum Director and Events & Marketing Officer to develop new tour products and seasonal experiences that support the museum's commercial strategy.

General

- Monitor and analyse visitor, retail and commercial performance, using data to identify opportunities to improve income and the visitor experience.
- Develop and maintain effective operational relationships with key internal and external stakeholders, including the Ministry of Defence Police, Hyde Park Barracks, Windsor Archive and other partner organisations.
- Coordinate the day-to-day maintenance and upkeep of the museum building, ensuring all facilities are safe, well-presented and fully operational.
- Liaise with contractors, suppliers and specialist service providers to arrange repairs, planned maintenance and statutory inspections.
- Oversee the museum post room, ensuring the efficient receipt, distribution and dispatch of mail and deliveries.
- Conduct regular inspections of the museum, identifying maintenance issues and implementing appropriate remedial action.
- Act as an Ambassador for the museum attending meetings and conferences on behalf of the Museum Director.



Personal Specification

Experience and Knowledge

Essential

- Significant experience in a visitor-facing operational management role within a museum, heritage, cultural, tourism or comparable visitor attraction.
- Experience of leading, managing and developing staff, including performance management and training.
- Proven experience managing visitor operations and delivering exceptional customer service.
- Proactive and innovative, with the initiative to identify opportunities for improvement and enhance operational efficiency.
- Experience of delivering tours and experiences.
- Experience working with a range of internal and external stakeholders, contractors and partner organisations.

Desirable

- Experience of managing operational budgets, forecasting and financial reporting.
- Experience working within a heritage or visitor facing organisation.
- Experience managing commercial operations including admissions or retail.

Skills and Abilities

Essential

- Strong leadership and people management skills with the ability to motivate and develop a high-performing team.
- Excellent organisational skills with the ability to manage multiple operational priorities simultaneously.
- Outstanding customer service skills with a commitment to delivering exceptional visitor experiences.
- Excellent communication and presentation skills, with confidence engaging visitors, stakeholders, VIPs and partner organisations.
- Strong financial and commercial awareness, with the ability to manage budgets.
- Excellent problem-solving and decision-making skills with a proactive approach to operational challenges.
- Strong administrative and IT skills, including Microsoft Office 365 and the ability to learn new systems.
- Ability to build productive working relationships with colleagues, volunteers, military personnel, contractors and external partners.



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- Ability to work independently while contributing positively as part of a small leadership team.
- Ability to remain calm, adaptable and resilient under pressure.

Desirable

- Experience using ticketing, EPOS or retail management systems.
- First Aid at Work or Mental Health First Aid qualification.
- IOSH Managing Safely or equivalent health and safety qualification.

Personal Qualities

Essential

- Passionate about delivering exceptional visitor experiences and outstanding customer service.
- Professional, confident and approachable, acting as an ambassador for the Household Cavalry Museum.
- Commercially minded, with an entrepreneurial approach to developing new opportunities and improving performance.
- Positive, collaborative and supportive leadership style.
- Flexible and hands-on, willing to support all areas of museum operations when required.
- Highly motivated with a strong sense of initiative and accountability.
- Excellent attention to detail and commitment to maintaining high operational standards.
- Integrity, discretion and professionalism when handling confidential information.
- Commitment to equality, diversity and inclusion and creating an inclusive environment for visitors, staff and volunteers.

Desirable

- A genuine interest in military history, museums, heritage and the work of the Household Cavalry.
- Enthusiasm for promoting and preserving the heritage of the Household Cavalry for future generations.

Contract and Hours

- You will be expected to work 37.5 hours a week. These working hours will be over a 5/7 roster.
- There is no flexible working arrangements as this is a front facing operational role.



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Benefits

- Salary of **£38,000–£41,000 per annum**, depending on experience.
- **3% employer pension contribution scheme.**
- Annual performance-related bonus
- Tickets for friends and family to State Occasions hosted on Horse Guards Parade
- 25 days' annual leave plus Bank Holidays.
- Staff discount in the Household Cavalry Museum shop.
- Training and professional development opportunities.

How to apply

Please send your CV and a covering letter to museumdirector@householdcavalry.co.uk, quoting **Commercial and Operations Manager** in the subject line.

Your covering letter should be **no more than two sides of A4** and should explain:

- How your skills, knowledge and experience meet the requirements of the role.
- What you would bring to the Museum and why you are the right candidate for this position.

We ask that candidates submit applications written in their own words. Applications that are generated entirely by AI, or are substantially assisted by AI, may not be considered.

Application deadline: Friday 28 August 2026

Interviews: Week commencing 7 September 2026