



## JOB DESCRIPTION

**Job Title:** Visitor Experience Assistant

**Post Reference No:** VE01

**Grade/Salary:** £12.36 per hour

**Hours:** Between 09:00 and 17:00 two days per week (Sat/Sun).

**Status:** Temporary seasonal contract from October 2025 to March 2026

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### About The Lulworth Estate

Located along the breath-taking Dorset coastline, the Lulworth Estate is a world-renowned tourism destination and home to the iconic landmarks of Durdle Door and Lulworth Cove. We pride ourselves on offering an exceptional visitor experience whilst preserving the natural beauty and sustainability of our landscapes and estate.

### The Opportunity

We are looking for enthusiastic, approachable and energetic Visitor Experience Assistants to become part of our vibrant team. You will be a key member of the Visitor Experience team, welcoming and engaging with our visitors to ensure they enjoy every aspect of their visit to Lulworth. This position is perfectly suited to those who thrive in outdoor, public-facing settings and are passionate about helping visitors get the most out of their visit, whilst contributing to the stewardship of our outstanding landscapes.

As a Visitor Experience Assistant, you will be essential in supporting the seamless operation of our prominent coastal sites. Responsibilities include engaging with visitors, maintaining site presentation, promoting safety, managing litter, overseeing car parks, tending to amenities, and ensuring the upkeep of coastal access routes.

This is a hands-on outdoor role, requiring work in all weather conditions. Applicants must demonstrate unwavering reliability, strong communication skills, the ability to remain calm under pressure, a genuine appreciation for the natural world, good physical stamina, and, preferably, familiarity with the local area.

In return, we offer a competitive salary and benefits package, a collaborative and lively working atmosphere in a stunning location, as well as opportunities to develop new skills, particularly in conservation, guest services, and visitor engagement.

### What you'll be doing

As a valued member of our team, you will be the welcoming face of Lulworth, ensuring every visitor enjoys a memorable and seamless experience from the moment they arrive. Your role blends warm and engaging visitor interactions with a commitment to the highest presentation standards across our stunning coastal estate.

### Visitor Engagement & Welcome

- Welcome and greet all visitors with professionalism and genuine enthusiasm, ensuring that everyone feels valued and well-informed about their visit.
- Deliver clear, accurate, and engaging information about the estate's history, facilities, safety guidance, and conservation work, fostering a spirit of curiosity and respect for the local environment.

- Respond to enquiries with a positive attitude, offering advice on walks, wildlife, attractions, and local amenities, and actively encouraging visitors to explore all that Lulworth and the surrounding area have to offer.

### **Presentation Standards**

- Take pride in maintaining pristine presentation throughout the estate, ensuring all public spaces, including car parks, paths, and amenities are immaculate, inviting, and well-cared-for at all times.
- Proactively maintain visitor areas, swiftly addressing litter, emptying bins, and upholding the estate's sustainability and environmental commitment by educating visitors on responsible waste management.
- Regularly check, clean, and restock recycling and waste disposal stations, upholding cleanliness and professional standards as a visible ambassador for Lulworth's values.

### **Car Parking & Traffic Management**

- Direct vehicles efficiently to available spaces, maintaining smooth traffic flow and maximising parking availability, particularly during busy periods.
- Engage with visitors in car park areas, providing clear instructions, answering payment queries, and ensuring first impressions reflect the estate's high standards.

### **Site Safety & Visitor Management**

- Champion visitor safety by monitoring high-risk areas such as cliffs and beaches, promptly addressing concerns and engaging with guests about safety protocols.
- Support crowd control and emergency procedures with professionalism and composure, maintaining a safe and welcoming environment for all.

### **Amenity Maintenance**

- Keep public amenities including toilets, benches, and signage in top condition, ensuring they meet high standards of cleanliness, presentation, and functionality.
- Carry out or report minor repairs proactively, ensuring all facilities reflect the estate's commitment to quality and visitor satisfaction.

### **Coastal Access & Path Maintenance**

- Conduct regular inspections of access points, paths, and fencing, ensuring they are safe, accessible, and visually appealing for all visitors.
- Maintain and repair way markers and directional signage to support smooth visitor navigation, especially during peak periods.

**This list of responsibilities is designed to guide your role but is not exhaustive. Additional duties may be assigned, always with an emphasis on upholding our presentation standards and delivering an exceptional and engaging visitor experience.**

**Person Specification:**

|  | <b>Essential</b>  | <b>Desirable</b>  |
|--|---|---|
| <b><u>Qualifications</u></b>           | <ul style="list-style-type: none"><li>• Due to the remote location of the Estate, a full UK driving licence plus own transport is needed, or the ability to reliably commute.</li></ul>   | <ul style="list-style-type: none"><li>• First Aid certification or experience dealing with first-aid situations.</li><li>• Sit-in ATV ticket.</li><li>• Manual Handling qualification / training</li></ul>  |
| <b><u>Experience and Knowledge</u></b> | <ul style="list-style-type: none"><li>• A passion for providing excellent customer service and ensuring an outstanding visitor experience.</li><li>• A good understanding of site safety protocols, with the ability to follow and enforce safety measures.</li></ul>   | <ul style="list-style-type: none"><li>• Previous experience in customer-facing roles. Knowledge of the local area and environment including Lulworth and the wider Dorset surrounds.</li><li>• A passion for the environment and experience of engaging people with nature.</li></ul> |
| <b><u>Skills and Abilities</u></b>     | <ul style="list-style-type: none"><li>• Strong verbal communication skills with the ability to engage visitors in a friendly, approachable manner.</li><li>• Able to work independently and as part of a team contributing to a collaborative, positive working environment.</li><li>• Good physical stamina and strength due to the role involving a variety of outdoor tasks.</li><li>• Ability to think on your feet and handle unexpected situations with a calm and proactive approach.</li><li>• Ability to handle basic maintenance tasks and work outdoors in varying weather conditions.</li></ul> |   |
| <b><u>Personal Qualities</u></b>       | <ul style="list-style-type: none"><li>• Flexible and adaptable with willingness to perform a variety of tasks and adapt to changing conditions or priorities.</li><li>• A responsible attitude to health and safety.</li><li>• A proactive and flexible attitude.</li></ul>   |   |

### **Competencies and Duties Required of All Staff:**

- To take proactive responsibility for Health & Safety at all times, reporting accidents, incidents and near misses which may affect staff, customers and visitors.
- Excellent interpersonal and communication skills when dealing with colleagues, visitors and external bodies at all levels.
- A positive, can-do' attitude and high standard of professionalism.
- Keen to embrace and deliver change.
- Self-directed with a high level of personal drive.
- Commitment to achieving excellence through continuous improvement.
- Enthusiastic with ability to motivate.
- Ability to solve problems.
- Prepared to work flexibly to meet work requirements including weekends and evenings to support the effective functioning of the department and wider Estate as required.
- Active commitment to equal opportunities.

### **Terms and Conditions:**

- This is a temporary seasonal appointment, ending March 2026.
- The Contract of Employment will be based on the provisions of the Weld 1994 Settlement.
- The salary for this post will be £12.36 per hour.
- The annual leave entitlement will accumulate on a monthly basis pro-rated to the hours you work each month based on 28 days (5.6 weeks) entitlement inclusive of public and Bank Holidays, to be taken during the period 1 January to 31 December inclusive of bank holidays or Christmas closure days.
- The appointment is subject to the satisfactory completion of a 3-month Probationary Period with a review after 1, 2 and 3 weeks.
- The notice period will be dependent on contract type.
- Membership of the Peoples Pension Scheme is available.
- The appointment is subject to the Estate receiving satisfactory references.
- *The successful candidate is required to advise whether they are aware of any health condition or disability which might impair their ability to effectively undertake the duties of the position as outlined above. This disclosure may result in a referral to the Occupational Health Advisor for medical clearance prior to commencing employment.*

### **Applications**

Applicants for this position must send their CV and a covering letter outlining their suitability for the role to [recruitment@lulworth.com](mailto:recruitment@lulworth.com).

We are not accepting CVs at this stage from Recruitment Agencies.

**The Closing Date for Applications:** 03/10/25

**Proposed Interview Date:** w/c 13/10/25

We reserve the right to close this position before the published closing date, should the need occur. We therefore advise that you complete and submit your application as soon as possible.

Please add [recruitment@lulworth.com](mailto:recruitment@lulworth.com) to your list of safe senders to ensure that any correspondence from us does not go directly into your spam folder.

**You will be asked to provide evidence of all the qualifications at interview.**

Please ensure you read our GDPR Candidate Privacy Notice to understand how your data is processed. This can be found on the Lulworth website under the recruitment page, or you can request a copy by emailing [recruitment@lulworth.com](mailto:recruitment@lulworth.com).

**If you have not heard from us within 2 weeks of the closing date regrettably you will not have been shortlisted on this occasion. All short-listed applicants will be contacted within 2 weeks of the closing date or no later than 3 days prior to the interview date (where an interview date is specified).**

**Statement by appointed person:**

**(Section to be completed following offer of post to successful candidate)**

I am pleased to confirm my agreement to the terms, conditions and duties stated within this job description and agree to undertake the role of Visitor Experience Assistant at the Lulworth Estate.

**Signed:** .....

**Print Name (Block capitals):** .....

**Date:** .....