



LULWORTH

... DORSET ...

Visitor Experience Manager

About Lulworth Estate

Home to the world-famous Durdle Door, Lulworth Cove and Lulworth Castle, Lulworth Estate is a breathtaking blend of natural beauty, rich heritage, and unforgettable experiences. As one of the UK's most iconic destinations, we welcome over one million visitors annually to explore our landscapes, discover our stories, and connect with nature.

The Role

We are seeking a passionate and creative Visitor Experience Manager to lead the creation and delivery of engaging, memorable, and meaningful experiences across the Estate. This is a unique opportunity to shape how visitors connect with our natural environment, built heritage, and cultural legacy.

You will work collaboratively across departments and with external partners to curate a dynamic programme that enhances visitor satisfaction, deepens understanding, and encourages repeat visits. You will also play a key role in strategic place-making, transforming the visitor journey, and strengthening our brand presence through targeted marketing and communications.

Key Responsibilities

- Design and deliver innovative visitor programmes, seasonal events, and immersive experiences that celebrate the Estate's natural and cultural assets.
- Champion storytelling and interpretation across the site, ensuring every touch-point enhances the visitor journey.
- Lead on place-making initiatives that improve way-finding, site coherence, and emotional connection to place.
- Collaborate with internal teams and external stakeholders to co-create engaging content and experiences.
- Develop and implement marketing and communications strategies to promote the visitor offer, including digital campaigns, press engagement, and brand storytelling.
- Lead on audience engagement, ensuring inclusivity, accessibility, and relevance for diverse visitor groups.
- Develop partnerships with local organisations, artists, educators, and heritage bodies to enrich the visitor offer.

Visitor Experience Manager

Location: Lulworth Estate,

Dorset Contract: Permanent

Core Hours: Monday – Sunday
40 hours per week

Competitive Salary + Benefits

Reporting to: Director of
Visitor Experience



- Monitor and evaluate visitor feedback and experience metrics to continuously improve and innovate.
- Contribute to the strategic transformation of the visitor journey, identifying opportunities for improvement across digital, physical, and emotional touch-points.

About You

- A creative and strategic thinker with a passion for visitor engagement, heritage, and nature.
- Proven experience in event programming, interpretation, or visitor experience management within a cultural, heritage, or tourism setting.
- Demonstrated expertise in marketing, communications, and brand development.
- Experience in place-making and designing transformative visitor journeys.
- Strong project management and stakeholder engagement skills.
- Excellent communicator with a flair for storytelling and audience connection.
- Confident in using digital tools and social media to enhance visitor reach and engagement.
- Enthusiastic, collaborative, and driven by a desire to make a positive impact.

Why Join Us?

- Be part of a passionate team shaping the future of one of the UK's most beloved destinations.
- Work in a stunning coastal location with a rich tapestry of history and nature.
- Enjoy opportunities for professional development and creative freedom.
- Make a real difference in how people experience and connect with the world around them.

How to Apply?

To apply, please send a CV and covering letter detailing your suitability for the role to recruitment@lulworth.com.

Closing date: Friday 3rd October 2025