

Visitor Experience Manager

Inveraray Castle, Argyll Estates

An extraordinary opportunity to shape the future and expand the offering of one of Scotland's most iconic and visited historic castles.



About Inveraray Castle and Argyll Estates

Nestled on the shores of Loch Fyne in Argyll, Inveraray Castle has been the ancestral home of the Dukes of Argyll and Clan Campbell since the 18th century and remains their family home today.

A Category A listed Gothic Revival masterpiece, the Castle combines remarkable architecture, historic interiors and centuries of Campbell heritage with a warm and accessible visitor experience.

Argyll Estates extends across approximately 200 km² of Argyll & Bute, encompassing forestry, farming, renewable energy, holiday cottages and a caravan park. It is a progressive working estate, firmly rooted in its history and traditions.

The Opportunity

We are looking for an energetic, capable and commercially minded Visitor Experience Manager to help lead, develop and grow the visitor operation at Inveraray Castle.

Working closely with the Duchess of Argyll, as well as the Duke, Factor and wider Estate team, you will take responsibility for the day-to-day visitor operation while helping to identify new opportunities to increase visitor numbers, develop relationships and enhance the Castle's appeal.



Bold New Recruitment

This is a broad, hands-on role encompassing the Castle visitor experience, guiding, shop, tearoom, gardens, marketing and digital activity as well as relationships with tour operators, coach companies, cruise operators and other tourism partners.

We are not necessarily looking for someone who has already held overall responsibility for a major visitor attraction. This could be an excellent next step for an experienced deputy, assistant manager or operational No. 2 who is ready to take on greater responsibility and develop their career.

You will need the confidence to bring forward ideas and find new contacts, whilst being willing to learn new systems, ask for help when you need it and master the practical detail required to keep a busy visitor attraction running successfully. Clear, timely communication with colleagues at every level will be essential to success in this role. You will be expected to keep the right people informed, raise issues when they arise and ask for guidance when needed.

The Team and Culture

Inveraray is a highly collaborative environment where kindness, professionalism and long-term relationships matter. Many members of the team have worked at the Castle for a considerable time and bring invaluable knowledge and experience. Building strong relationships with them will be fundamental to your success.

You must be a genuine team player, comfortable working with colleagues across every department and at every level of responsibility. There will be times when you lead and others when you support a colleague or simply help get something done.

Key Responsibilities

Visitor Experience and Operations

During the visitor season, from March to October, you will:

- Help lead the day-to-day operation of all visitor areas, including but not limited to guiding, retail, catering, parking and visitor access.
- Ensure consistently high standards throughout the Castle, gardens, shop and tearoom.
- Help organise, motivate and support a team of approximately 46 people, comprising around 40 seasonal and six permanent members of staff.
- Work closely and communicate effectively with the Head Guide, Shop and Tearoom Manager and other colleagues on staffing, programming and service.
- Be visible and accessible throughout the season, dealing calmly and practically with the challenges of a busy seasonal visitor attraction.
- Work with the Marketing Executive to streamline the Castle's offering both internally across the Estate and externally to the global visitor market.
- Learn and confidently operate the Castle's key administrative and operational systems, including banking, ticketing and web management systems.

Developing the Business



Bold New Recruitment

An important part of the role will be helping Inveraray Castle reach new visitors and develop its existing relationships.

You will:

- Maintain and develop relationships with existing tour operators, coach companies, cruise operators and tourism partners.
- Research and identify new tour operators and potential partners in the UK and international markets.
- Identify practical opportunities to increase visitor numbers and revenue, contributing ideas for exhibitions, programming and improvements to the visitor experience.
- Along with the Marketing Executive, help develop the Castle's digital presence and visitor communication.
- Support appropriate awards and accreditation, including organisations such as Visit Scotland, ASVA and Green Tourism, and help maintain a strong reputation across visitor review platforms.
- Use visitor information, feedback and commercial data to understand what is working and where improvements can be made.

We do not expect the successful candidate to arrive with every contact or every answer. We do expect them to have the curiosity and initiative to find them.

People and Leadership

You will:

- Help recruit, train, motivate and retain an excellent seasonal team.
- Support and manage permanent visitor-facing staff throughout the year.
- Prepare rotas and help ensure appropriate staffing throughout the season.
- Provide approachable, collaborative leadership and work constructively with colleagues in the Castle and wider Estate.
- Be prepared to listen, learn and understand how Inveraray works before introducing change.

Winter Programme and Planning

Between November and March, the focus shifts towards preparation and development for the following season.

You will:

- Learn about the role in its entirety in preparation for the Summer season. This knowledge will be crucial to ensure systems are second nature and accurate when the Castle becomes far busier.
- Recruiting and training for the forthcoming season including a thorough review of the previous season to identify practical improvements.



- Along with the Marketing Executive analyse data from the previous season to identify effective use of resource, both in maintaining and growing revenue stream.
- Progress improvements to signage, interpretation, visitor flow and digital systems, coordinating with Estate colleagues as required.
- Working closely with the Marketing Executive both on the website development and advertising initiatives for visitor experiences for the forthcoming season. This needs to be incorporated in the six-month programming calendar.
- Develop ideas for exhibitions, programming and new visitor initiatives.
- Maintain momentum and motivation within the permanent team.

Events and Wider Estate

Throughout the year, you will:

- Help oversee smaller events, occasional weddings, filming and private or high-net-worth visits.
- Liaise with external suppliers and contractors as required.
- Work collaboratively with colleagues across Argyll Estates, including the Factor, conservation and archive specialists and garden and maintenance teams.
- Learn and take sole responsibility for monthly reporting across various data platforms.
- Analysis of visitor numbers, commercial performance and operational matters.
- Work closely with the Duchess on the continued development of the Castle's visitor experience and business.

About You

You are likely to have experience in a visitor-facing, tourism, heritage, hospitality, cultural or leisure environment, although we are open-minded about your precise background. You may already be managing a visitor attraction, or you may currently be the person immediately below the senior manager and ready for the next step.

You will bring:

- Experience of working in a busy visitor or customer-facing operation.
- Some experience of supervising, managing or coordinating people.
- Excellent interpersonal skills and the ability to work comfortably with people at every level.
- Strong organisational skills and close attention to detail.
- Commercial curiosity and an interest in developing visitor numbers and revenue.
- Good working knowledge of Microsoft 365, particularly Excel, together with the confidence and ability to learn new systems quickly.
- Initiative and the willingness to research, make new contacts and follow opportunities through.
- Good written and verbal communication skills, with the confidence to share information clearly, raise concerns promptly and keep colleagues and senior management appropriately informed.



- Sound judgement and a practical approach to problem-solving.
- Resilience and the ability to remain calm during busy periods.
- An appreciation of the standards appropriate to both a significant heritage destination and a private family home.

You do not need to arrive knowing everything about heritage tourism or with an established international network of tour operators. You do need to be keen to learn, confident enough to ask questions and determined to build your knowledge and contacts. You must be ambitious enough to learn on the job and wish to ultimately take sole responsibility of this role.

Above all, we are looking for someone with energy, warmth, initiative and a genuine willingness to become part of the Inveraray team.

In short, this is a unique opportunity to learn from the leading team behind one of Scotland's most extraordinary and historical destinations. The team are wishing to "home-grow" a candidate who, in turn, will be expected to thrive and contribute.

Location and Working Pattern

This is a permanent, full-time role based at Inveraray Castle. The Castle operates seasonally and the working pattern reflects this. During the visitor season, flexibility is essential and the role will include weekends and bank holidays.

During open season annual leave would not normally be taken off other than in exceptional circumstances. Days off, during this period, are taken on Tuesday and Wednesday.

A full, clean driving licence and your own suitable transport are essential.

Remuneration and Package

- Competitive salary, commensurate with experience and suitability for the role.
- Estate accommodation provided as part of the package.
- Council tax paid.
- Mobile phone provided and work calls paid.
- 28 days' annual leave, plus 4 public holidays over Christmas and New Year. Dates are subject to the requirements of the peak visitor season and pro-rata during the first year of employment with the leave year running January-December.
- Permanent employment following successful completion of the initial probationary period.

The Visitor Experience Manager is employed by Argyll Estates and will work particularly closely and report into the Duchess of Argyll.

How to Apply



Bold New Recruitment

This is a rare opportunity for someone who wants to take the next step in their career and become closely involved in the future of one of Scotland's most distinctive historic visitor attractions.

If you believe you could bring the energy, warmth, initiative and team spirit we are looking for, please send your CV and a covering letter explaining why you would like to join Inveraray Castle to: katharine@boldnewrecruitment.co.uk

Katharine Landale
Bold New Recruitment & Search