

Post: Head of Visitor Experience, Engagement and Learning

Grade: 11a

Directorate: Marketing & Supporter Development

Location: HQ, WWT Slimbridge (some flexibility available)

Reporting to: Director of Marketing & Supporter Development

Main function of post:

To provide strategic direction and leadership for the delivery of:

- A consistently excellent visitor experience at our ten wetland sites
- On-brand, audience-focused and engaging messages for our visitors
- Our learning programmes for schools

Supervisory responsibilities: Interpretation Design Manager, National Formal Learning Manager, volunteers as appropriate (and indirect matrix management of site-based staff)

Hours worked: 37.5 hours per week, full time, some flexibility available

Main duties of the post

1. Provide strategic direction and leadership to deliver amazing visitor experiences at our ten UK wetland reserves, supporting staff and volunteers to deliver engaging, on brand and inspiring experiences.
2. Lead the organisation to focus on understanding what our visiting audiences want and need from their experiences and promote a holistic approach to visitor experience design and planning.
3. Set strategic direction and give leadership for the on-brand delivery of our conservation messages at our ten UK wetland reserves, through our people, our fixed exhibits and interpretation.

4. Input into strategic direction and delivery of national programming & events across our wetland sites which drives both new and repeat visitation and is on-brand, allowing for local drivers to be reflected in the delivery.
5. Provide advice and support to our UK wetland creation projects where community engagement is a priority and be part of project teams where appropriate.
6. Provide an organisational lead on considering where we can increase our ability to offer access for all at our wetland sites.
7. Be responsible for the development and strategic steer of Learning Managers in conjunction with their line managers.
8. Be responsible for key learning programmes and objectives, from concept to completion and ensure that they are project managed, delivered and evaluated.
9. Utilise and develop all channels for Engagement, Experience & Learning e.g. activities, online resources, interpretation, etc., working closely with other directorates as necessary.
10. To provide a source of expertise and up to date knowledge on key policy issues concerning the learning agenda, paying particular attention to regional and national devolution.
11. To work with the Supporter Development team in the development of external funding bids for Experience, Engagement & Learning programmes and projects.
12. To assist in the setting, and be responsible for the Experience, Engagement and Learning budget.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: February 2019

Amended:

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent

Desirable:

- Education/environmental post graduate qualification desirable (PGCE or equivalent)

2. Experience

Essential:

- Experience in delivering high quality visitor experiences in appropriate settings
- Experience in visitor experience design planning (or similar)
- Experience in motivating team members with a diverse skills and experience base
- Demonstrable experience in managing people, information and resources efficiently
- Demonstrable experience in annual budget management
- Ability to work and communicate at all levels from front-of-house (e.g. visitors, students) to Chief Executive and external stakeholders
- Excellent communication and media skills – verbally, visually and in writing
- Good IT skills

Desirable:

- Experience in audience segmentation and marketing
- Experience in raising funds to support programmes and projects
- Experience in high level education policy setting e.g. DfES, LEA or similar
- High profile educational campaigns with measurable results
- Development of on-line learning resources

3. Managerial & Supervisory

Essential:

- A strong leader and team manager, with a consultative and open approach
- Ability to manage a dynamic team, including recruitment, appraisals, target-setting and measuring

- Able to support direct reports in the management, development and objective setting of their teams through effective and engaging communication
- Experience of managing staff based remotely from the main office
- Experience of managing volunteers

Type of staff	Number managed	Number supervised
Employed Staff	2 direct	Matrix : 8
Volunteers / Casual Workers	1	Influence : over 100
Contractors	0	0

4. Responsibility

Essential:

- Strategic planning and delivery in a multi-disciplinary setting.
- Budget management, delivering integrated plans and working to challenging performance evaluation targets.
- Self-starter, self-motivated and able to balance deadlines and workloads.
- Ability to drive results through dotted line relationships ('matrix management').
- Ability to act independently with professional competence where the impact of actions is high within the department.
- Ability to provide reports, recommendations to Management Board.

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	+£500k (inc restricted £)
Cash Handling	n/a
Assets (required for job, exc. buildings)	n/a
Visitors (per annum)	Over 1 million

5. Creative Ability

Essential:

- Consistent ability to see things through an audiences' eyes, challenging us to be the best we can be for our visitors and supporters.
- Creativity and innovation that generates solutions and maximises opportunities as they arise.
- Resilience in order to overcome barriers and objections, recover from setbacks and identify the lessons learnt.
- Considerable ability to work independently under own initiative, with a positive 'can-do' attitude and used to multi-tasking, balancing deadlines and heavy workloads.
- Clear and logical thinker, who is highly organised.

6. Contact

Essential:

- Exceptional communication skills (verbal and written) and ability to present a case and positively influence external and internal groups and stakeholders, often with complex messages to convey.
- Working closely with other directorates, central HQ and wetland sites.
- Working closely with external contacts and clients.
- Influencing skills and ability at the most senior level.
- Shows professional, friendly, diplomatic and patient approach.
- Ability to network internally and externally and to represent WWT at all levels.
- Part of national network that has contacts/networks in this field.

General Notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.

Whilst this post is based at WWT Slimbridge, some travel may be necessary therefore a current driving licence is essential as is willingness to travel to other WWT wetland sites. Some home working is also possible.