



Centre Manager

Grade: 11

Directorate: Operations

Location: WWT Castle Espie Wetland Centre

Reporting to: Head of Centre Operations (North)

Main function of post: To deliver against financial, conservation and visitor engagement targets, delivering the Trust's agreed corporate and business objectives, working through a multi-functional team of staff and volunteers and in accordance with the Trust's policies, procedures and operational frameworks.

Supervisory responsibilities: All employees, casual workers, volunteers, placements and students. Seven direct reports take care of a diverse range of functions including Marketing, Catering, Retail, Learning, Grounds & Facilities, Reserve and Office management.

Hours worked: Normally working hours will be 37.5 hours a week; in addition this role is required to work those hours necessary to fulfil the requirements of the position to the satisfaction of the Trust.

Working pattern: 5 out of 7 including regular weekends and bank holidays.

Main duties of the post

1. To lead, inspire and manage the Centre team to meet performance objectives through clear communications, setting expected standards of work and ensuring all staff and volunteers are engaged in developing the business and driving Castle Espie to further success and recognition.
2. To manage and engage a team of volunteers, delivering against the volunteer management framework, and ensuring that volunteers have a positive experience of WWT and are empowered to support our work and carry out their role.
3. To ensure the Centre is delivering in line with WWT's agreed corporate strategic plan, associated annual objectives and key performance indicators, taking necessary corrective action if/when failings are identified. This includes delivery against and annual review of the Castle Espie Wetland Centre Business Plan.
4. To be responsible for the safety, welfare and enjoyment of staff, volunteers and visitors, including children and vulnerable adults, ensuring legal compliance in all areas.

5. To ensure the Centre is at all times managed in accordance with the Trusts stated frameworks, policies, practices and procedures and in accordance with the law and local customs. This involves playing an integral role in ensuring effective joint working and two-way communication between the Centre and Headquarter Directorates such as Finance, Marketing and Trading.
6. To be accountable for the Centre's annual operating budget, ensuring the effective management of the budget throughout the year, driving income generation (through visitation, membership recruitment, retail and catering income) whilst controlling expenditure and any associated key performance indicators.
7. To ensure the Centre is achieving the highest standards of customer care, fulfilling WWT's ambitions with regard to the visitor experience and is achieving or exceeding any set key performance indicators; annual means of monitoring performance will include WWT's visitor survey and NITB rating.
8. To achieve the highest standards of presentation and maintenance with regards to WWT Grounds/Reserves/Buildings and create solutions where problems are identified or standards fall below those expected ensuring that WWT's core and conservation messages are incorporated wherever possible.
9. To ensure the Centre develops and maintains good relationships with local communities and other points of influence /importance both with regards to the Centre and also to WWT's profile and standing.
10. To assist the Head of Centre Operations (North) in overseeing land and property leases and purchase matters.
11. As an environmental charity, we expect all members of staff to seek ways, wherever possible, to work in environmentally responsible ways and to minimise environmental impacts associated with their role and influence.

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.

This is a 364 day operation, and involves duty management rotas therefore there will be the need to work some weekends and bank holidays in accordance with business needs. Due to the location of the Centre and other WWT locations, there will be a need to travel, which may involve travel by air.

Date raised:

Amended: February 2019

Person Specification

1. Qualifications

Essential:

- Educated to degree standard or equivalent

Desirable:

- Professional qualification in a relevant area e.g. Marketing, Education, Business Management

2. Experience

Essential:

- Demonstrable and successful operations experience (ideally within a visitor attraction)
- Demonstrable experience of development and implementation of financial management plans
- Demonstrable understanding of methods of planning work programmes and budget controls
- Demonstrable and successful people management experience including recruitment, training, motivation and performance management.
- Experience with managing trading operations specifically catering and retail
- Experience at networking with the public/private sector at a high level
- Demonstrable ability to deal with the public

Desirable:

- Empathy with our conservation messages
- Basic knowledge of British & Irish wildlife, flora & fauna

3. Managerial & Supervisory

Essential:

- Ability to motivate employees, casual workers and volunteers throughout their employment or volunteering life cycle
- Ability to drive high standards of performance through others in order to achieve goals and targets
- Ability to prioritise workload of self and others
- Confident leadership and team building skills

| Type of staff | Number managed | Number supervised |
|-----------------------------|----------------|--------------------------|
| Employed Staff | 7 | 21 |
| Volunteers / Casual Workers | 0 | 15 casuals/41 volunteers |
| Contractors | 0 | 0 |

4. Responsibility

Essential:

Ultimate responsibility for:

- all employees, casual workers and volunteers, their performance and their welfare
- performance against financial, visitor experience and conservation targets
- the presentation and safety of the site
- the safety of all staff and visitors to site
- the experience and engagement of all visitors to the site

Levels of Responsibility:

| Type of Responsibility | Level (£'s) |
|---|-------------|
| Expenditure (exc. payroll) | £396,000 |
| Cash Handling | £8,000 |
| Assets (required for job, exc. buildings) | £150,000 |
| Visitors (per annum) | 67,000 |

5. Creative Ability

Essential:

- Ability to manage and balance the complexity of demands posed by both a commercial and conservation environment
- Ability to understand the dynamics of the organisation as a whole
- Ability to see opportunities to further develop the Centre and engagement with visitors
- Have an eye for detail and presentation
- Ability to find innovative solutions to operational problems
- Determination to finish the job
- Effective time management and IT skills

6. Contact

Essential:

- This job requires extensive communication and liaison at a local and regional level. Also, with the general public, local authorities, sponsors, volunteers, other WWT functions and the media.
 - Experience at handling verbal and written communication at these levels is essential
 - Excellent communication skills with the public including government officials and politicians is required.
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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 Castle Espie, some travel may be necessary therefore a current driving licence is essential as is willingness to travel to other WWT Wetland Centres.