



## Job Description

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**Post:** National Visitor Marketing Manager **Grade:** 11

**Centre:** HQ, Slimbridge **Directorate:** Marketing & Supporter Development

**Reporting to:** Director of Marketing & Supporter Development

**Main function of the post:** We get 1 million visitors a year to our nine UK wetland centres every year. We seek to inspire these visitors with the wonders of wetlands and the wildlife that lives in them.

As well as the vital admissions and trading income these visitors provide toward our conservation work, they often become more engaged with us, supporting us in other ways eg. by becoming a member, adopting a bird or donating to an appeal.

This new role has been created to develop and lead on the strategy for visitor marketing nationally, and support the centre marketing managers in delivering on visitor targets and admission revenues.

**Supervisory Responsibility:** 7 indirect reports (6 Marketing Managers at Centres and a Supporter Marketing Co-ordinator at HQ)

**Hours worked:** 37.5 hours, full-time.

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### Main duties of the post:

To develop, lead on and deliver the annual national visitor marketing strategy, in conjunction with WWT's organisational strategy, which will deliver on visitor targets and admission revenues.

1. To work with the Supporter Insight Manager to maximise the use of market research, both externally and internally, to develop actionable insights that inform our marketing strategies. To become the 'voice of the visitor' for the organisation.
2. To support the centre marketing managers on the delivery of the national marketing plan and the creation of their local centre marketing strategies.
3. To work with colleagues in the PR & Communications Directorate to deliver on national visitor PR, and support the centre marketing managers in delivering their local PR plans, ensuring that contacts are maximised.
4. To work with colleagues in the publications team to deliver cost-effective print marketing that drives visitation to our centres, and ensure that our brand values are represented in all communication channels.

5. To lead on national advertising where appropriate and work with the centre marketing managers to maximise the effectiveness of local advertising. This includes drafting copy, working with the national publications team and working with a creative and media buying agency to deliver campaigns.
6. To support the centre marketing managers in the effective use and management of their marketing budgets, ensuring expenditure and income are controlled in line with the agreed budget and all WWT accounts procedures are upheld.
7. To ensure that all marketing campaigns are delivered in a measurable and effective manner, with ROI evaluations available wherever possible.
8. To work closely with the Supporter Insight Manager, meeting deadlines for reporting and analysis of centre visitation and strategic KPI's.
9. To support the centre marketing managers and work with the national web team to ensure that the visitor website pages are as effective as possible, and that social media is being maximised to increase visitation.
10. To support the centre marketing managers in the planning and delivery of centre events – ensuring that visitation is maximised and evaluation of success is measured and acted upon in future plans.
11. To maintain an up-to-date knowledge of visitor trends in UK visitor attractions and to develop a network of contacts and useful relationships with other organisations to further promote our centres. To represent WWT at visitor related conferences and events where appropriate.
12. To lead regular sharing of best practice across the organisation regarding visitor marketing, and work closely with colleagues in learning and interpretation to feed into improvements in visitor engagement at centres.
13. To identify barriers to repeat visitation and develop a strategy to remove these barriers, working with colleagues across the organisation.
14. To feed visitor knowledge and feedback into colleagues in the trading team to help maximise the spend per head in our shops and restaurants.
15. To support and challenge the Centre Managers when setting annual objectives for their Marketing Manager, thereafter to support and challenge the Marketing Managers personal performance, and the performance and conduct standards achieved by their team, as appropriate. Where necessary to assist with matters relating to performance management and conduct disciplinary hearings and grievances as appropriate.

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.

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**Date raised:** December 2011

## **Person Specification**

### **1. Qualifications**

#### **Essential:**

- Educated to degree level (or qualifications that are of the same level/standard) ideally in a relevant subject area e.g. marketing, business studies
- Marketing/PR qualification (e.g. CIM Postgraduate Diploma or CIM Diploma)

### **2. Experience**

#### **Essential:**

- Demonstrable experience of design and delivery of marketing strategy
- Demonstrable experience of marketing a visitor attraction to the general public and increasing visitation
- Demonstrable experience in the majority of the following: marketing print and copy; advertising; online and digital strategies; PR; events marketing
- Demonstrable experience of devising and leading on marketing strategy
- Excellent written and verbal communication skills
- Excellent attention to detail
- Ability to work to tight deadlines and prioritise work accordingly
- Good working knowledge of Word, Excel and Outlook
- Evidence of monitoring and evaluation techniques and data-driven decisions

#### **Desirable:**

- Brand management

### **3. Managerial & Supervisory**

#### **Essential:**

- Experience in driving results through dotted line relationships
- Experience in managing diverse teams to deliver strategy
- A self starter, with a positive 'can-do' attitude and used to multi-tasking, balancing deadlines and workloads
- The ability to build relationships with a wide range of internal and external people
- Good diplomacy /persuasive skills are essential, as is the ability to put forward a strong case
- Evidence of playing a key role in a balanced management team
- Experience in performance management including managing to objectives, disciplinary and grievance

#### **Desirable:**

- Experience of managing remote teams

### **4. Responsibility**

#### **Essential:**

- Ability to work independently under own initiative to deliver a comprehensive marketing strategy and deliver through influencing and managing others
- Proven track record of budget management, production of a marketing plan and delivering visitor targets

- Ability to present complex findings in a manner suitable for a variety of audiences and persuade stakeholders to take a route of action successfully

### **Levels of financial responsibility**

<b>Type of Responsibility</b>	<b>Level (£'s)</b>
Expenditure (exc payroll)	Over £100k
Cash Handling	
Assets (required for job, exc buildings)	
Visitors (per annum)	1 million

## **5. Creative Ability**

### **Essential:**

- This post requires the highest level of creativity in conceiving and delivering marketing/PR campaigns, in achieving best value for money, across nine wetland centres with limited budgets and in complex problem solving
- Excellent communication skills (verbal and written)
- Influencing and negotiation skills
- Demonstrable experience in the ability to differentiate between audiences and target marketing activity accordingly
- Clear and logical thinker

### **Desirable:**

- A critical eye and understanding of what constitutes a brand
- Design experience

## **6. Contact**

### **Essential:**

- The successful candidate will be expected to represent WWT at meetings and events with other organisations and visitor attractions
- Contact across all areas of the organisation will be crucial to the success of the role both within the Communications and Marketing & Supporter Development directorates and in other areas eg. Operations, Trading, Reserves
- Demonstrates professional, friendly and diplomatic approach

### **Desirable:**

- Contacts within the media/marketing professional industry and PR arena
- Has contacts and knowledge within tourism and/or environmental fields

### **General Notes**

This is a permanent, full-time position which will require work during some evenings, weekends and public holidays to meet the needs of the post.