



### Centre/Reserve Manager

**Grade:** 11

**Directorate:** Operations

**Location:** WWT Caerlaverock Wetland Centre

**Reporting to:** Head of Operations & Performance

**Main function of post:** To deliver against financial, conservation and visitor engagement targets, delivering the Trust's agreed strategic and business objectives, working through a small, multi-functional team of staff and volunteers and in accordance with the Trust's policies, procedures and operational frameworks. Additionally to fulfil the duties of Reserve Manager for the Caerlaverock holdings.

**Supervisory responsibilities:** All employees, casual workers, volunteers, and placement students. Four direct reports including, Trading & Admin, Visitor Engagement and Reserve Management.

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### Responsibilities 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 Caerlaverock to further success and recognition.
2. 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 Caerlaverock Wetland Centre Business Plan.
3. To be accountable for the Centre's annual operating budget, thoroughly assessing the proposed levels of income and expenditure, ensuring the effective management of the budget throughout the year, achieving income generation targets (through visitation, membership recruitment and secondary income) and control of expenditure and any associated key performance indicators.
4. To manage and enhance the biodiversity of the 1,500 acre reserve at Caerlaverock Wetland Centre and its associated farm holdings including the upkeep and regeneration of site infrastructure, innovative management of coastal and farmland habitats and species monitoring.

5. To be responsible for the production and implementation of the Caerlaverock Reserve Management Plan including routine recording, annual reporting and 5-yearly full review.
6. To manage and develop initiatives, working within the appropriate functional frameworks which clarify the role of both site based and central teams and ensuring that both work collaboratively together as one organisation.
7. 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.
8. To ensure that your team engage and interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands
9. To ensure that the health, safety and wellbeing of everyone in your team is an integral part of how they work, creating a safe environment for staff, volunteers and visitors by implementing WWT's health and safety policies and guidelines.
10. To achieve the highest standards of presentation and maintenance with regards to WWT Infrastructure/Reserves/Buildings and create solutions where problems are identified or standards fall below those expected.
11. To ensure the Centre develops and maintains good relationships with local communities, tenants, graziers and other points of influence/importance both with regards to the Centre and also to WWT's profile and standing.
12. To assist the Head of Operations & Performance in overseeing land and property leases and purchase matters in respect of the centre.
13. 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.
14. To ensure that everyone in your team adheres to WWT's Data Protection Policy and GDPR standards as an integral part of how they work.

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: September 2020**

**Amended:**

# Person Specification

## 1. Qualifications

### Essential

- Educated to degree standard or equivalent
- Spraying, brushcutter, chainsaw, tractor/machinery licenses/certification
- Current driving licence as the ability to travel to other locations is essential

### Desirable:

- Professional qualification in a relevant area e.g. Marketing, Education, Business Management, Conservation
- Ringing Permit (wildfowl only)

## 2. Experience

### Essential:

- Demonstrable and successful operations experience (ideally within a visitor attraction)
- Demonstrable experience of managing large areas of land under conservation objectives
- Demonstrable experience of development and implementation of financial & conservation management plans
- Demonstrable understanding of methods of planning work programmes and budget controls
- Demonstrable and successful people management experience in 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
- Ability to identify a range of species groups including birds to a high degree of accuracy

## 3. Managerial & Supervisory

### Essential:

- Ability to direct and motivate staff and volunteers
- Ability to manage the complexity of demands posed by both a commercial and conservation environment
- Ability to prioritise workload of self and others

Type of team member	Number managed (No. of direct reports)	Number supervised
Employed staff	4	2-4
Volunteers	6	Up to 20

Casual Workers	0	2
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## 4. Responsibility

### Essential:

Ultimate responsibility for:

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

### Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (excl payroll)	£145,000
Income	£265,000
Assets (required for job, exc. buildings)	£60,000
Visitors (number per annum)	17,000

## 5. Creative Ability

### Essential:

- 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
- Evidence of finding innovative solutions to operational problems
- Determination to finish the job
- Effective time management and IT skills

## 6. Contact

### Essential:

- This job has frequent contact with a wide range of groups including visitors, volunteers, local and regional groups, general public, local authorities and statutory bodies.
- Experience and confidence at handling verbal and written communication at these levels is essential

## General Notes

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