



---

### Visitor Marketing PR & Content Manager

**Grade:** 9

**Directorate:** FMC

**Location:** One of the WWT Wetland Centres with flexibility for home working

**Reporting to:** National Visitor Marketing Manager

**Main function of post:**

To create and deliver both a national, and regionally focused PR and content plan that will raise the profile of the WWT visit proposition in the UK. The role's success will be delivered through influencing, coaching where relevant and reviewing the content and PR delivered by each Centre's Marketing and Communications Managers.

**Supervisory responsibilities:** No direct supervisory responsibilities.

---

### Responsibilities of the post

1. Develop and deliver a national PR and content strategy, to raise awareness and profile of the WWT visitor proposition amongst the full range of visitor audiences for recruitment, and retention.
2. Working closely with the Comms and Campaigns team, ensure that media relations and messaging both support WWT's overall PR and Communication's objectives and are coordinated with media & PR activity, events and internal communications.
3. To be the liaison between central Comms and Campaigns, and other central marketing team and individual visitor centres.
4. Define KPIs for all areas within the strategy, covering both the national plan and recommendations to individual Centre Marketing and Communications Managers.
5. Working with Centre Marketing and Communications Managers, develop PR and content plans that maximise this strategy for individual Centre's catchment areas. This will be a two way process, seeking ideas and objectives from individual centre Marketing and Communications Managers. To include media relations, social content and influencer relationships.

6. Oversee the review of performance of the individual centre PR and content plans, including contribution to strategic review of individual centre's activity performance.
7. Develop and oversee the PR and content plan for Groups and Learning marketing.
8. Maintain a keen and close understanding of the visitor attraction sector and trends, from a PR & content perspective, identifying opportunities for the WWT visitor proposition.
9. Organise national Visitor Marketing PR or content events. Film and photography capture can be produced by either the internal media team or outsourced.
10. Proactively build relationships with the national media, and handle all enquiries in relation to the WWT Visitor Proposition, working closely and supporting individual Centre Marketing and Communications managers.
11. Create and develop a monitoring and evaluation framework that will help us grow our visitor proposition both at a National and Centre Catchment level. To include working with the Insight team and digital marketing manager to understand the effectiveness of content, for example.
12. Manage various agencies to deliver both content and other expertise to help deliver this plan.
13. To provide leadership to all staff and volunteers working within visitor marketing in this area, enabling every team member's contribution to be maximised by ensuring that the appropriate levels of direction and support are provided through professional working relationship in line with WWT's people frameworks.
14. To be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
15. To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.
16. To interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.
17. To ensure that those who are involved in delivering the PR and content plan and activity adhere 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.

---

**Date raised: January 2023**

**Amended:**

# Person Specification

## 1. Qualifications

**Desirable:**

- CIPR Certificate or Diploma
- Digital content marketing qualification

## 2. Experience

**Essential:**

- Proven track record of designing and implementing successful public relations plans at both local and national level
- Experience of proactively building and maintaining strong relationships with both local and national media outlets.
- Acting as an organisational spokesperson, comfortable and skilled in both broadcast and print media interviews.
- Exceptional writing and editing skills.
- Successful experience of creating social media content strategies.
- Event planning experience.
- Consumer facing organization.

**Desirable:**

- Visitor attraction experience in PR and content role.

## 3. Managerial & Supervisory

**Essential:**

- Experience of successfully influencing or managing others in an organisation.
- Coaching/development experience.

Type of team member	Number managed (No. of direct reports)	Number supervised (influencing marketing & communications managers)
Employed staff	0	10
Volunteers	0	0

## 4. Responsibility

**Essential:**

- Managing a budget circa £40k
- Managing external agencies.

**Levels of Responsibility:**

Type of Responsibility	Level (£'s)
Budget Responsibility	Circa £40k (content budget)
Income	n/a
Project Size (normally managed)	medium/large
Assets (required for job, exc. buildings)	n/a
Visitors (number per annum)	(as part of larger team)

## 5. Creative Ability

**Essential:**

- exceptional writing and editing skills
- content creation

**Desirable:**

## 6. Contact

**Essential:**

- Building relationships with remote, national team.

**Desirable:**

- Building relationships with national media as well as regional.

---

## General Notes

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