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## Marketing & Events Executive

**Directorate:** Operations

**Reporting to:** Marketing Manager

**What we need you to do:** Develop, coordinate, market and deliver the centre's year round calendar of events, driving visitation and visitor engagement.

**Location:** WWT Slimbridge Wetland Centre

**Grade:** 6

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### We shape unforgettable experiences

- Liaise with the Marketing Manager, Learning Manager and Reserves Manager to produce a calendar of public and ticketed events to attract and retain visitors, including national visitor marketing campaigns such as: Puddle Jumping Competition, Giant Duck Hunt, Wildlife Rangers Wader Festival, Slimbridge Spooktacular and Santa comes to Slimbridge
- Plan and market the calendar of public events and activities
- Deliver and run the calendar of public events and activities
- Liaise with trainers, facilitators and tutors to scope existing and new opportunities
- Research new events and activities
- Ensure that all visitors engaging in activities experience high standards of customer care and enjoy a positive experience of wetlands and WWT Slimbridge
- Provide support to the general marketing efforts of the Centre in line with the overarching marketing activities

### We are resourceful pioneers

- Reduce waste by helping to maintain department storage areas making sure equipment is stored properly, resources are used appropriately and materials recycled wherever possible.
- Enhance visitor experiences and prolong resource lifespan by helping to maintain certain visitor information props including 'What's on' boards, A-frames, seasonal signage and map in the foyer.
- Assist during busier periods with the administration for the Learning department including liaising with schools and groups, taking bookings, sending pre-visit information & paperwork, following up visits with feedback requests
- Assist as required in covering the Rickyard reception

## We work together for a positive future

- Assist in implementing the appropriate standards, procedures and best practice as defined by the Marketing, Learning and General Managers
- Assist in training, supervising and updating departmental volunteers.
- Ensure the health, safety and welfare of all visitors to the centre by:
  - reviewing risk assessments for all events
  - following published guidelines for the health, safety and welfare of groups in accordance with WWT's child safety policy.
- Ensure internal communications about events and activities are timely and accurate
- Form part of the duty first aid rota as required (first aid training provided)

## We do conservation

- Ensure WWT's environmental and conservation education principles and guidelines are met and delivered to the highest standards
- Ensure you are aware of and have a basic understanding of the centre's key features and conservation highlights and share such information with visitors where and when appropriate
- Ensure you are engaged with WWT's internal communication channels keeping yourself informed and up to date with the progress that WWT is making and the work that we undertake to save wetlands for wildlife and people.

## 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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**Work Pattern:** 37.5 hours per week to be worked on a rota basis to include weekends and bank holidays, in line with business requirements.

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**Date Created:** February 2017

## Person specification

### 1. Qualifications

#### Essential:

- Educated to a degree or equivalent level in a relevant subject e.g. Events Management / Marketing / Communications / Tourism
- Full driving licence.

#### Desirable:

- Teaching qualification (or equivalent) or relevant experience of the education sector.

### 2. Experience

#### Essential:

- Experience in event management or coordination preferably working with a broad range of customer groups, designing and delivering informal activities or events
- Experience of using InDesign / Photoshop or similar package to create marketing collateral, visitor interpretation and resources
- Experience of working with volunteers as part of a team
- Excellent standards in customer service
- Excellent presentation or comparing skills
- Office or administrative experience; working knowledge of Microsoft Office, Excel, PowerPoint and Outlook

#### Desirable:

- Experience in marketing for a visitor attraction
- Experience of working with large groups of children and adults
- Experience of running events in a high volume, high quality operation/visitor attraction.

### 3. Managerial and supervisory

#### Essential:

- Provide support to Marketing, Learning, and Admissions Managers in supervision, training and support of a small volunteer group.

Your team	Number managed	Number supervised
Permanent team	0	0
Casual workers	0	Up to 4
Volunteers	0	Up to 15

## 4. Responsibility

### Essential:

- Ability to confidently assist in planning and then deliver the events programme at WWT Slimbridge.
- Ability to sensitively handle confidential information and small amounts of cash.
- Excellent time management.
- Ability to prioritise workload to ensure longer term projects are completed as well as daily duties.

### Levels of financial responsibility:

Your responsibilities	(Level (£'s))
Expenditure (exc. Payroll)	£0
Cash handling	£50
Assets (required for job, exc, buildings)	Uniform, Resources
Visitors (per annum)	230,000 annual visitors to the centre

## 5. Creative ability

### Essential:

- Ability to originate ideas through creative thought, through to the development and delivery of events

## 6. Contact

### Essential:

- Regular and routine contact with other departments, volunteers, visitors and external organisations
- Excellent verbal, written and interpersonal communication

### Desirable:

- To represent WWT at external outreach sessions or events.

### General notes:

This is a position that will routinely require you to work during weekends, public holidays and occasionally evenings, to meet the needs of the post.