



Job Description

Post: Marketing Officer

Grade: 6

Centre: WWT Llanelli Wetland Centre

Directorate: Operations

Reporting to: Centre Manager

Main function of the post: To manage marketing and PR activities to position the WWT Llanelli Wetlands Centre as a leading wildlife visitor attraction, maximizing visitation to the centre and profile within the region.

Supervisory Responsibility: Volunteers assisting on marketing activities

Hours worked: 37.5 hours per week on a rota basis to include weekends & bank holidays, working 5 in 7 days.

Main duties of the post:

1. To develop and deliver the annual centre marketing plan, in conjunction with WWT's visitor marketing strategy.
2. To help achieve budgeted visitation and revenue targets and to increase the profile of the WWT Llanelli Wetland Centre as a leading environmental visitor attraction.
3. To develop and deliver the centre PR plan, maximising local and regional media opportunities by developing excellent media contacts, drafting press releases and ensuring prompt responses to all media enquiries; liaising closely with WWT communications team to identify national media stories for the centre and with centre grounds & reserve staff to generate local wildlife stories.
4. To deliver the advertising schedule as set out in the centre marketing plan, to agreed deadlines and budgets. This includes drafting copy, working with the HQ visitor marketing team and working when necessary with a creative agency to deliver campaigns.
5. To represent and champion the WWT brand at Llanelli, working closely with WWT communications and visitor marketing teams to ensure all materials are on brand.
6. To design and produce marketing materials targeted to the audience segments identified in the centre marketing plan, to deliver these to the agreed deadlines and budgets and to ensure their effective distribution as laid out in the marketing plan.
7. To assist the learning manager in keeping the Llanelli Wetland Centre pages of the WWT website and intranet up to date, maximizing third party website content relating to the centre and ensuring all detail is accurate and current.
8. To assist the learning manager in maintaining an effective and engaging social media presence and to use social media as both a promotional tool and a mechanism for enhancing communication with supporters.

9. To support and develop marketing relationships with key local stake holders such as tourism bodies and the local council, and represent Llanelli Wetland Centre at networking events, external meetings and events. To encourage goodwill in the local community by developing community engagement initiatives and ongoing communications strategy.
10. To work closely with the centre's learning manager to develop and evaluate effective and engaging weekend and holiday activities to enhance the quality and variety of the visitor experience and promote WWT's key messages.
11. To promote the centre's activity programme in order that visitation and income targets are achieved and the centre retains a high profile in the local area.
12. To work closely with the WWT marketing and communications directorates, ensuring deadlines for reporting and analysis of centre visitation and customer satisfaction are met.
13. To assist the centre manager in setting and managing the marketing department budget, ensuring expenditure and income are controlled in line with the agreed budget and all WWT financial procedures are rigorously upheld.
14. To be accountable for your own development through the WWT appraisal process and seeking to continuously improve your skills and knowledge.
15. As a member of the management team this role involves working as a Duty Manager on a rota basis, including some weekend duties.
16. This role requires you to be a trained first aider and undertake first aid duties on a rota basis as required.

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 2016

Date Amended:

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent in a relevant subject area e.g. Marketing, Business Studies

Desirable:

- Marketing/PR qualification (e.g. CIM Postgraduate Diploma or CIM Diploma)
- Ability to speak Welsh

2. Experience

Essential:

- Experience of working in a Marketing department, delivering a marketing and communications plan
- Excellent written and verbal communications skills, including drafting marketing copy
- Demonstrable experience of online and e-marketing including use of social media
- Excellent attention to detail
- Ability to work to tight deadlines and prioritise work accordingly
- Good working knowledge of MS Word, Excel and Outlook

Desirable:

- Brand management
- Experience of web content management systems and design packages such as Adobe Indesign and Photoshop

3. Managerial & Supervisory

Essential:

- Self starter, with a positive 'can-do' attitude and used to multi-tasking, balancing deadlines and workloads
- The ability to work with a wide range of internal and external people

Desirable:

- Evidence of supervising volunteers

4. Responsibility

Essential:

- Ability to work independently under own initiative to deliver a marketing plan

5. Creative Ability

Essential:

- This post requires a high level of creativity in conceiving and delivering marketing/PR campaigns, in achieving best value for money with limited budgets and in problem solving
- Ability to differentiate between audiences and target marketing activity accordingly
- Clear and logical thinker

Desirable:

- Design experience

6. Contact

Essential:

- Demonstrates professional, friendly and diplomatic approach

Desirable:

- The successful candidate will be expected to represent WWT Llanelli Wetland Centre at meetings and events with other organizations and visitor attractions, and undertake site visits of VIPs, journalists and external organizations/delegations
- Local/regional contacts and knowledge within tourism and environmental fields
- Excellent contacts with journalists and media/marketing professionals

General Notes

A current driving license is essential as is a willingness to travel to other WWT locations and some regional and local events is a requirement of the post.