

Visitor Experience Manager

Grade: 10

Directorate: Operations

Location: Martin Mere Wetland Centre

Reporting to: General Manager

Main function of post: To provide leadership of both paid and volunteer teams, and to champion cross departmental working to achieve an amazing, surprising, inspiring and engaging visitor experience. Delivering against the centre's business plan and the WWT strategy are essential, as is promoting the WWT brand and facilitating the journey our visitors take towards supporting wetlands and WWT. Specifically, this post is ultimately responsible for the functions of marketing, learning, events, programmes, retail, admissions, visitor services and membership.

Managerial responsibilities: Line management of heads of department including marketing, learning, events / programmes, and retail functions. This includes employed, casual and volunteer team members.

Hours worked: Full time, 37.5 hours per week. This is an initial two-year post, with a view to becoming a permanent role.

Working pattern: 5 days out of 7 to be worked on a rota basis, which will include an average of one weekend every fortnight and some bank holidays, in line with business requirements (to include Duty Manager shifts).

Main duties of the post

1. Working with the General Manager, centre teams and the relevant UK WWT leads, ensure that visitor experience is at the forefront of everything we do, including how we engage with our visitors before, during and after their visit.
2. Lead and develop the visitor experience offer, in the context of WWT's strategy, functional national and local plans, whilst adhering to our visitor experience guiding principles. This includes input into the creation of new centre developments.
3. Ensure that the WWT brand and vision are appropriately communicated and strengthened via consistent application at all touchpoints in the visitor experience.

4. Champion intellectual and emotional engagement with wetlands and WWT's conservation work, ensuring that our visitors feel inspired to support both WWT and wetland conservation.
5. Champion and role model excellence in service culture, upholding the WWT standards and ensuring that we are working to meet or exceed our customer service KPIs.
6. Oversee the marketing function, ensuring we successfully communicate a compelling offer to our agreed market segments and achieve our visitation objectives through consistently excellent visitor marketing driven by evidence and insight.
7. Oversee the learning function, ensuring we engage and inspire our wide range of visitors, balancing business with mission in the planning and delivery of both formal learning and visitor engagement.
8. Oversee the events and programmes function, including a seasonal canoe safari, ensuring we deliver our multi-segment menu of activities effectively and efficiently, achieving or exceeding our engagement and financial targets.
9. Oversee the retail and admissions team, ensuring that they are working closely with the HQ lead, to create and develop a vibrant trading environment which consistently delivers or exceeds agreed targets and generates profits that support the conservation work of WWT.
10. Work closely with the General Manager and relevant UK leads to maximise opportunities to enhance the visitor experience, develop commercial opportunities and turn visitors into supporters.
11. Develop and implement customer profiling to ensure we capture relevant data and analyse results to evidence and drive forward commercial and engagement opportunities.
12. Work closely with the General Manager to set local standards, monitor and improve performance and champion best practice with respect to offering an amazing visitor experience.
13. Manage effective internal communications with respect to visitor experience to ensure that all visitor-facing staff and volunteers are able to talk in a positive and engaging manner about WWT's wider work as well as daily highlights at the centre.
14. Maximise every team member's contribution to ensure delivery of personal, department and Trust objectives by giving the appropriate levels of direction and support through training, team meetings and individual discussions.
15. Contribute to a safe, healthy, secure and comfortable environment for all team members and visitors by complying proactively with all safety standards, procedures and risk assessments.
16. 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.

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: April 2017

Person Specification

1. Qualifications

Essential:

- Degree (or qualifications that are of the same level/standard) in a relevant subject area

Desirable:

- Post graduate qualification in a relevant subject area
- Additional courses in relevant subject areas, e.g. Management skills, Marketing

2. Experience

Essential:

- Senior level experience of working in a customer facing organisation
- Experience in a large visitor attraction
- Experience of budget management and resource planning
- Experience of working in or closely with relevant areas of work eg marketing, engagement, learning and/or retail teams
- Experience in delivering excellent customer service and engagement through skills development in others

Desirable:

- Experience of working in a visitor attraction
- Strong local and/or national networks regarding PR and marketing, visitor attractions, learning and/or retail
- Evidence of finding innovative solutions to operational challenges
- Empathy with our conservation messages

3. Managerial & Supervisory

Essential:

- Ability to determine priorities and set tasks
- Confidently able to train, motivate and engage a team (including volunteers)
- Experience in managing the life cycle of a team member to include recruitment, appraisals and performance management including holding difficult conversations
- Ability to appropriately allocate resource and achieve the right mix of employed, casual and volunteer team members.
- Ability to manage a team in accordance with WWT policies, procedures and standards
- Experience of managing change in a multi-disciplinary environment
- Ability to provide technical advice, support and influence for teams not directly managed

Desirable

- Awareness or experience of matrix management as part of a multi-site organisation

Type of staff	Number managed	Number supervised
Employed Staff	4	17
Volunteers / Casual Workers	0	60+
Contractors	0	0

4. Responsibility

Essential:

- Ability to translate strategic direction into plans to implement and deliver
- Ability to work independently under own initiative and to deliver through influencing and managing others
- Knowledge and experience of adhering to workplace relevant legislation eg:- Data Protection, Health and Safety
- Proven ability in managing customer feedback and dealing with complaints
- Ability to multi-task, balancing deadlines and workloads to consistently deliver plans and actions to a high standard
- Sound IT and basic technical skills (eg Microsoft Office and Skype)

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£200,000
Cash Handling / Income Generation	£1.2 Million
Assets (required for job, exc. buildings)	£0
Visitors (per annum)	200,000

5. Creative Ability

Essential:

- Ability to manage the complexity of demands posed by both a commercial and conservation environment
- Able to see opportunities to further develop the Centre and engagement with visitors
- Ability to understand the dynamics of the organisation as a whole
- Proven experience in problem solving

- Ability to think outside of the 'pond' and committed to going the extra mile
- Imaginative and resourceful in problem solving
- Have an eye for detail and presentation
- Determination to finish the job
- Passion for finding creative ways to help centre teams see things from a visitor's point of view

Desirable:

- Awareness or knowledge of visitor / market segmentation models

6. Contact

Essential:

- Ability to establish and maintain regular and routine contact with other departments, all colleagues and visitors
- Ability to establish and maintain contact with external suppliers and contractors, ensuring that required standards are delivered
- The ability to work positively with HQ functions on a regular basis
- The ability to establish and maintain effective relationships with a wide range of groups, including local and regional groups, the general public and local authorities
- Experienced in and confident at handling verbal and written communication at all levels
- Good diplomacy /persuasive skills, and the ability to put forward a strong case

Desirable:

- Experience in managing and using social media
- Experience of facilitating multi-department involvement in agreeing common goals and actions

General Notes

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

Whilst this post is based at WWT Martin Mere, some travel may be necessary therefore a current driving licence is essential as is willingness to travel to other WWT Wetland Centres.