



Marketing Manager

Grade: 9

Directorate: Operations

Location: Slimbridge Wetland Centre

Reporting to: Visitor Experience Manager

Main function of post: To manage marketing, PR activities and event sales to position the Slimbridge Wetland Centre as a leading wildlife visitor attraction, maximizing visitation to the centre and profile within the region

Supervisory responsibilities: Marketing & Events Executive and Marketing Volunteers

Hours worked: 37.5

Working pattern: Five days from seven to include weekends and bank holidays on a rota basis

Main duties of the post

1. To develop and deliver the annual centre marketing and events plans, in conjunction with WWT's national visitor marketing strategy and in line with the marketing budget
2. To achieve budgeted visitation and revenue targets and to increase the profile of the WWT Slimbridge 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 HQ to identify national media stories for the centre and with centre grounds and 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, to ensure visitation targets are met. This involves working closely with WWT HQ to design and produce marketing materials targeted to the audience segments identified in the centre marketing plan and working with media buying agencies to deliver campaigns
5. To present and champion the WWT brand at Slimbridge Wetland Centre, working closely with HQ teams to ensure all communications are on brand

6. To line manage the Marketing & Events Executive, ensuring they deliver the centre's annual programme of public and member events achieving our sales targets, reach new audiences, encourage repeat visitation and deliver WWT's objectives in bringing people and wildlife together
7. To be responsible for the effective use and management of the marketing department budget, in consultation with the General Manager, Visitor Experience Manager and National Visitor Marketing Manager, ensuring expenditure and income are controlled in line with the agreed budget and all WWT accounts procedures are rigorously upheld
8. To work closely with the WWT HQ marketing directorate, meeting deadlines for reporting and analysis of centre visitation and customer satisfaction
9. To update and maintain the Slimbridge Wetland Centre pages of the website and intranet, maximizing third party website content about the centre, ensuring this is accurate and up to date
10. To be responsible for developing and maintaining an effective and engaging social media presence to drive engagement with and visitation to the centre and to use social media as both a promotional tool and a mechanism for enhancing communication with supporters
11. To monitor marketing effectiveness and customer satisfaction at the centre through commissioned research, onsite surveys and the collation and analysis of comment cards, ensuring that feedback is acted upon and integrated into the centre marketing plan
12. To work closely with relevant centre departments and WWT national leads to develop and evaluate effective events to enhance the quality and variety of the visitor experience and promote WWT's key messages
13. Lead and develop communications and PR in relation to any new projects or centre developments at Slimbridge.
14. To promote the centre's events programme in order that visitation and income targets are achieved and the centre retains a high profile in the local area. Consideration also to be given to developing sponsorship and partnership opportunities, working alongside the HQ fundraising team
15. To support and develop marketing relationships with key local stake holders such as tourism bodies and the local council, and represent WWT Slimbridge Wetland Centre at networking events, external meetings and events.
16. To carry out duty management responsibilities as per the duty rota, including some weekends and evenings, and be an integral part of the centre management team

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: November 2000

Amended: March 2018

Person Specification

1. Qualifications

Essential:

- Educated to degree level (or qualifications that are of the same level/standard) in a relevant subject area e.g. marketing, business studies

Desirable:

- Marketing/PR qualification (e.g. CIM Postgraduate Diploma or CIM Diploma)

2. Experience

Essential:

- Experience of working in a busy Marketing and PR department, delivering a marketing and communications plan
- Handling media enquiries and conducting media interviews
- Experienced in digital marketing across multiple channels
- Experience of handling the print process from start to finish - drafting copy and liaising with designers to produce the finished product
- Excellent written and verbal communications skills, including drafting marketing copy
- Excellent attention to detail
- Strong sales
- Ability to work to tight deadlines and prioritise work accordingly
- Good working knowledge of Word, Excel and Outlook

Desirable:

- Experience gained in a visitor attraction marketing environment
- Experience of marketing events
- 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
- Experience of line managing on a daily basis, including objective setting and conducting appraisals
- The ability to work with a wide range of internal and external people
- Evidence of monitoring and evaluation techniques and data-driven decisions
- Good diplomacy /persuasive skills are essential, as is the ability to put forward a strong case

Desirable:

- Evidence of playing a key role in a balanced management team
- Evidence of working in a regional office following national guidelines

| Type of staff | Number managed | Number supervised |
|-----------------------------|----------------|-------------------|
| Employed Staff | 1 | 0 |
| Volunteers / Casual Workers | Up to 10 | 0 |
| Contractors | 0 | 0 |

4. Responsibility

Essential:

- Ability to work independently under own initiative to deliver a comprehensive marketing plan
- Proven track record of budget management, production of a marketing plan and delivering visitor targets
- To keep accurate records and monitor activities for reporting to the centre and WWT HQ as required

Desirable:

- Experience of managing public events
- Experience of acting in a duty management role

Levels of Responsibility:

| Type of Responsibility | Level (£'s) |
|---|-------------|
| Expenditure (exc. payroll) | £150,000 |
| Cash Handling | N/A |
| Assets (required for job, exc. buildings) | 0 |
| Visitors (per annum) | c 260,000 |

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
- Excellent communication skills (verbal and written)

- Influencing and negotiation skills
- Ability to differentiate between audiences and target marketing activity accordingly
- Clear and logical thinker

Desirable:

- A critical eye and understanding of what constitutes a brand
- Ability to develop specific campaigns targeted to different audiences
- Design experience

6. Contact

Essential:

- The successful candidate will be expected to represent WWT Slimbridge Wetland Centre at meetings and events with other organizations and visitor attractions, and undertake site visits of VIPs, journalists and external organizations/delegations
- Excellent contacts with journalists and media/marketing professionals
- Demonstrates professional, friendly and diplomatic approach

Desirable:

- Local/regional contacts and knowledge within tourism and environmental fields
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General Notes

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

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