
Marketing Executive

Directorate: Operations

Reporting to: Marketing Manager

What we need you to do: Support the Marketing Manager in delivering marketing and PR activities to position Slimbridge Wetland Centre as a leading wildlife visitor attraction, maximising visitation to the centre.

Location: WWT Slimbridge Wetland Centre

Grade: 6

We shape unforgettable experiences

- Support the Marketing Manager in delivering of the annual centre marketing plan, in conjunction with WWT's visitor marketing strategy, to increase awareness of the WWT Slimbridge Wetland Centre as a leading environmental visitor attraction.
- Work with the Marketing Manager and other centre departments to plan and produce a calendar of public and ticketed events to attract and retain visitors, including national visitor marketing campaigns such as: Puddle Jumping Competition, Wildlife Rangers, Wader Festival, and Santa comes to Slimbridge.
- Support in the delivery of the centre PR activities, maximising local and regional media opportunities by developing excellent media contacts, drafting press releases, ensuring prompt responses to all media enquiries, supervising media site visits and deputizing for the Marketing Manager as required; 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.
- Creating engaging copy for a number of different channels and audiences, including social media, press releases, onsite interpretation and internal communications.
- Manage Slimbridge's social media channels, working with a number of individuals and teams to create engaging content which both promotes our visitor offer and highlights our conservation work.
- Promote the centre's events in order that visitation and income targets are achieved, maximum media coverage is gained and the centre retains a high profile in the local area.
- Manage the digital ticketing platform which holds Slimbridge's bookable events.
- Support in briefing internal Creative Services to produce effective marketing collateral.
- To support the Marketing Manager in the delivery of the advertising schedule as set out in the centre marketing plan, to agreed deadlines and budgets.

- To support and develop marketing relationships with key local stake holders and to represent Slimbridge Wetland Centre at travel trade exhibitions, networking events, external meetings and events, and to maintain a database of key contacts.
- Liaise with trainers, facilitators and tutors to scope existing and new opportunities
- Ensure that all visitors engaging in activities experience high standards of customer care and enjoy a positive experience of wetlands and WWT Slimbridge, including dealing with customer communications.

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.
- Seek information from various individuals and teams at WWT to make best use of the specialist knowledge and conservation expertise available within the organisation.
- On occasion 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, Visitor Experience 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 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 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.

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.

Fixed-term contract until 31st December 2018.

Date Created: February 2017

Date Updated : May 2018

Person specification

1. Qualifications

Essential:

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

Desirable:

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

2. Experience

Essential:

- Experience of working in a marketing role, delivering against a marketing and communications plan
- Excellent written and verbal communications, with experience of writing content for various audiences
- Demonstrable experience of online marketing including social media
- Excellent standards in customer service, including dealing with customer enquiries and complaints
- Experience of using InDesign / Photoshop or similar package to create marketing collateral, visitor interpretation and resources
- Office or administrative experience; working knowledge of Microsoft Office, Excel, PowerPoint and Outlook

Desirable:

- Experience in event management or coordination preferably working with a broad range of customer groups, designing and delivering informal activities or events
- Experience of working with, or supervising, volunteers
- Experience of working in a visitor attraction, or conservation charity
- Experience of marketing to groups and the travel trade
- Experience of working with content management systems and/or digital ticketing platforms

3. Managerial and supervisory

Essential:

- The ability to work with a wide range of internal and external people
- Provide support to Marketing Managers in supervision, training and support of a small volunteer group.

Desirable:

- Experience of managing budgets and revenue

Your team	Number managed	Number supervised
Permanent team	0	0
Casual workers	0	0
Volunteers	0	Up to 10

4. Responsibility

Essential:

- Ability to work independently under own initiative and as part of a team to deliver an events programme and marketing plan
- Self-starter, with a positive 'can-do' attitude and used to multi-tasking, balancing deadlines and workloads
- Ability to sensitively handle confidential information and small amounts of cash.
- Excellent time management.

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)	250,000 annual visitors to the centre

5. Creative ability

Essential:

- Ability to differentiate between audiences and target marketing activity accordingly, with experience of writing press releases and marketing copy
- Clear and logical thinker
- A creative eye for imagery/design
- 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.