

Marketing Manager

Grade: 9

Directorate: Operations

Location: Martin Mere Wetland Centre

Reporting to: Visitor Experience Manager

Main function of post: To manage marketing and PR activities to position the Martin Mere Wetland Centre as a leading wildlife visitor attraction, maximising visitation to the centre and increasing the centre's profile within the region.

Supervisory responsibilities: Marketing Volunteers

Hours worked: 37.5

Working pattern: 5 days from 7 (will include some weekends)

Main duties of the post

1. To develop and deliver the annual centre marketing plan, in conjunction with WWT's national visitor marketing strategy and in line with the centre's marketing budget.
2. To achieve budgeted visitation and revenue targets and to increase the profile of the WWT Martin Mere 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, working closely with WWT HQ to design and produce marketing materials targeted to the audience segments identified in the centre marketing plan.
5. To present and champion the WWT brand at Martin Mere Wetland Centre, working closely with HQ teams to ensure all communications are on brand.
6. 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.

7. To work closely with the WWT HQ Marketing & Supporter Development Directorate, meeting deadlines for reporting and analysis of centre visitation.
8. To update and maintain the Martin Mere Wetland Centre website pages and intranet content, maximising third party website content about the centre, ensuring this is accurate and up to date.
9. 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.
10. 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.
11. 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.
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 Martin Mere.
14. To support and develop marketing relationships with key local stake holders such as tourism bodies and the local council, and represent WWT Martin Mere Wetland Centre at networking events, external meetings and events.
15. 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: August 2001

Amended: June 2018

Person Specification

1. Qualifications

Essential:

- Educated to degree level (or similar) 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
- Experience of handling the print process from start to finish
- Excellent written and verbal communications skills, including copywriting
- Excellent attention to detail
- Ability to work to tight deadlines and prioritise work accordingly
- Proficient in the use of Microsoft 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:

- Experience of line managing volunteers on a daily basis, including objective setting and conducting appraisals
- The ability to work with a wide range of internal and external contacts
- Evidence of monitoring and evaluation techniques and data-driven decisions
- Good diplomacy /persuasive skills

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	0	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)	£50,000
Cash Handling	£500
Assets (required for job, exc. buildings)	0
Visitors (per annum)	190,000

5. Creative Ability

Essential:

- 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
- Design experience

6. Contact

Essential:

- Ability to represent WWT Martin Mere Wetland Centre at meetings and events with other organisations and visitor attractions, and undertake site visits with VIPs, journalists and external organisations/delegations
- A high level of communication skills, with the ability to present a prepared case to internal and external groups
- Proven ability in developing excellent contacts and working relationships with journalists and media/marketing professionals
- Proven ability in developing excellent contacts and partnership working with local schools, councils and businesses
- Must be able to operate in a professional, friendly and diplomatic manner

Desirable:

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

General Notes

This position has duty management responsibilities, which will see the position working, on average, around once a month at weekends. The work will also require work during some evenings and public holidays to meet the needs of the post.

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