



### Head of Engagement Planning

**Grade:** 10

**Directorate:** Operations

**Location:** Flexible

**Reporting to:** Head of Experience and Engagement

**Main function of post:** Development of the strategy and support of site by site delivery of visitor experience, with a key emphasis on the visitor journey (including the communication of key and strategic cause related messages) across all mediums. To include ownership of the overall approach to delivering minimum standards in presentation and customer care. Also to ensure the highest standards of 2D design and experience design are delivered across all WWT's sites.

**Supervisory responsibilities:** Senior Designer 2D, Senior Designer Experience and volunteers

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### Responsibilities of the post

1. Develop the overall strategic framework for realisation of an excellent visitor experience linked to the delivery of key and cause related messages as part of a site visit and work with colleagues in Marketing and Supporter Development to ensure it is aligned with the supporter development approach across all WWT sites.
2. Work with all site teams to ensure focused and consistent message delivery across all mediums including general engagement, walks and talks, special events and activities, living collection exhibit theming and stories, animal feeds and demonstrations, fixed graphics, and other 2D material.
3. Lead on the development, and support implementation, of minimum standards of presentation and customer care across all WWT sites. Work with central trading teams to ensure consistency of approach across commercial and non-commercial activities.
4. To champion an audience focused approach in all aspects of the visitor experience ensuring that the onsite visitor experience is optimised to meet the needs of our specific supporter segments, families and people with physical and intellectual impairments. Work with colleagues in Marketing and Supporter Development to ensure alignment with the overall supporter development strategy.
5. Provide tools, support and coaching so that WWT cause and interpretive messaging can be delivered as effectively and innovatively as possible across all WWT sites, including all front line

staff (to include living collections and reserves) and visitor engagement volunteers. To include WWT generated tools and materials and the selection, vetting, consistent briefing and monitoring of external design, digital, experience and engagement providers in support of our sites.

6. As part of project teams (and especially with the National Visitor Marketing Team, Commercial team and Experience Development team), support delivery of activities, events and capital developments in relation to experience and message with an eye to ensuring excellent return on investment and long-term support from our visitors.
7. To provide support, especially in relation to communicating key and cause related messaging, to integrated engagement planning at each site to ensure a holistic and excellent approach to how each site meets the needs of our visitors. To include re-focused living collection planning across all relevant sites
8. In support of the overall WWT brand and in close liaison with colleagues in Marketing and Supporter Development - develop, implement and support the delivery of a visual identity for events, activities, general signage and interpretation at sites. To include WWT generated tools and materials and the selection, vetting, consistent briefing and monitoring of external design, experience and engagement providers in support of sites.
9. To lead the Engagement Team so that the highest standards of 2D design and experience design are ensured across WWT's sites
10. To provide leadership to all staff and volunteers within the team enabling every team member's contribution to be maximised by ensuring that the appropriate levels of direction and support are provided through professional line management in line with WWT's people frameworks.
11. To define and establish appropriate functional frameworks within which site based teams have freedom to manage and develop their own initiatives, clarifying the role of both site based and central teams and ensuring that both work collaboratively together as one organisation.
12. To ensure the health, safety and wellbeing of everyone in your team is an integral part of how they work, creating a safe environment for staff, volunteers and visitors by implementing WWT's health and safety policies and guidelines.
13. To be responsible for furthering WWT's commitment to Diversity and Inclusion within the engagement team and for our audiences.
14. To be responsible for ensuring that your team engage with the WWT Sustainability Statement being aware of negative environmental impacts and incorporating sustainable ways of working within your team.

15. To ensure that your team engage and interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.

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.

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**Date raised:** September 2020

**Amended:**

# Person Specification

## 1. Qualifications

### **Essential:**

- Educated to degree or HND level in a relevant subject
- A current driving licence as the ability to regularly travel to WWT Slimbridge and other locations is essential

### **Desirable:**

- Further qualification in visitor experience or engagement

## 2. Experience

### **Essential:**

- Extensive experience in the strategic development and delivery of visitor experience and engagement in the museums, heritage or attractions sector
- Experience of working with experts to deliver focussed messaging across multiple delivery platforms, including face to face, digital and written to multiple visitor segments.
- Excellent understanding of the needs of different visitors, and ideally experience of using segmentation systems, in a visitor facing context at museums, heritage sites or other attractions
- Experience of devising and rolling out strategic frameworks, including the delivery of training and development workshops to a range of audiences, including volunteers
- Experience of delivering a customer focussed approach and high standards of customer care
- Experience of working effectively with and inspiring multiple teams with multi-disciplinary skills to evolve, work differently and deliver better
- Demonstrably high standard of project management experience including budget development and management, programme management and the assessing and management of risk
- Commercially focussed and astute with demonstrable experience of improving commercial performance in a museum, heritage site or visitor attraction

### **Desirable:**

- Experience of working across a geographically dispersed, multi-site organisation

## 3. Managerial & Supervisory

### **Essential:**

- Ability to motivate staff and volunteers and to maximise team performance.
- Experience of working with visitor experience or engagement providers

Type of staff	Number managed	Number supervised
Employed Staff	2	2
Volunteers / Casual Workers	20+	20+
Contractors	20	20

## 4. Responsibility

### **Essential:**

- Experience of budget management to demonstrate an ability to own budgets in excess of £500K annually

### **Levels of Responsibility:**

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£500,000
Cash Handling	£3000
Assets (required for job, exc. buildings)	£5,000

## 5. Creative Ability

### **Essential:**

- Demonstrable ability of an excellent design eye with experience of writing creative briefs, managing creative consultants and designers, and delivering inspiring and engaging experiences at museums, heritage sites and/or visitor attractions
- Able to analyse issues and stances, balance points of view and come to a decision that will serve the best interests of the organisation as a whole

## 6. Contact

### **Essential:**

- Excellent coaching, communication and presentation skills – verbally, visually and in writing with the ability to work and communicate at all levels across the whole of WWT
- Ability to manage, organise and motivate people across multiple teams and disciplines
- Ability to listen to others, identify pertinent matters and to respond appropriately

### **Desirable:**

- Experience of working in a matrix management system

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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.