

**Post:** Generation Wild Project Manager

**Grade:** 9

**Directorate:** Operations

**Location:** HQ, WWT Slimbridge  
Wetland Centre

**Reporting to:** National Formal Learning Manager

**Main function of post:** To manage WWT's *Generation Wild* project, with responsibility for planning, coordination and implementation of the project. To support the National Formal Learning Manager in managing Formal Learning nationally as required.

**Supervisory responsibilities:** Functional supervision (but not line management) of several centre- based staff who will undertake elements of work on the project.

---

## Responsibilities of the post

### 1. Planning and implementation

- Leading on the delivery of all project tasks, and managing the day-to-day operational aspects of the project.
- Overseeing final development, testing and adaptation of the on-site activities and installations and the off-site activities and digital platform.
- Overseeing final development, testing and adaptation of the teacher training element.
- Working with our marketing team to promote the project to schools.
- Supporting site staff in promoting the free family visits through their visiting schools.
- Working closely with site-based teams to ensure that activities are running smoothly on site.
- Monitoring progress against set outcomes, ensuring that the project stays on track.
- Regularly reviewing user feedback to ensure that the project is meeting their needs.
- Monitoring levels of engagement with the digital platform and working closely with our digital team to remedy any user experience issues.
- Managing the family and school reward schemes that will form part of the online platform.

### 2. Communications and reporting

- Leading project meetings and update meetings with key staff.
- Providing clear communication for WWT staff, volunteers and departments associated with the project.
- Working with the National Formal Learning Manager and Fundraising in writing and submitting funder reports.
- Working with Fundraising and PR colleagues to ensure effective external project communications, including website updates and inputting to relevant social media activity, press releases and stakeholder events.

### **3. Budgets and forward planning**

- Managing the project budget, monitoring spending and re-forecasting projected spend as required.
- Working closely with WWT wetland centres on monitoring progress against visitation targets for the school and family visits and adjusting the approach if required to ensure that these are met.
- Supporting funding applications to help secure further funding for the *Generation Wild* project.

### **4. Monitoring and evaluation**

- Acting as the link between project participants, site staff, the WWT research team and our academic partner.
- Monitoring the completion of evaluation questionnaires through the online platform, to ensure that the research team and academic partner have the data they require.
- Tracking project deliverables and reporting on progress to relevant WWT departments and staff.

### **5. Other**

- To provide leadership to all staff and volunteers working within a project 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.
- To be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
- To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.

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: 1 December 2020**

# Person Specification

## 1. Qualifications

**Essential:**

- Relevant degree or equivalent experience in a relevant field
- Current driving licence as the ability to travel to other locations is essential

## 2. Experience

**Essential:**

- Experience of project management of a similar size and scale including formal monitoring and evaluation, data handling and regular reporting
- Demonstrable understanding of the needs of teachers, learners and families in relation to their experience at outdoor attractions or greenspaces
- Demonstrable understanding of the opportunities and challenges of delivering projects and programmes at busy visitor attractions and at sites with sensitive natural habitats
- Ability to demonstrate a real passion for engaging people with nature
- Proficient in use of MS Office including Word, Outlook, and particularly Excel

**Desirable:**

- Experience of working in the formal education sector
- Knowledge of nature-based learning and play best practice
- Experience of working with external contractors
- Experience of marketing a service to schools or other education providers

## 3. Managerial & Supervisory

**Essential:**

- Ability to engage the support and cooperation of a geographically dispersed team which you do not have line management responsibility for

**Desirable:**

Type of staff	Number managed	Number supervised
Employed Staff	0	7
Volunteers / Casual Workers	0	1

Contractors	2	0
-------------	---	---

## 4. Responsibility

### **Essential:**

- Demonstrable experience and ability to manage the budget of a large-scale project

### **Desirable:**

- Management of visitation in an outdoor learning setting
- Experience in managing externally funded projects

### **Levels of Responsibility:**

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£1.5 million over 3 years
Cash Handling	£100
Assets (required for job, exc. buildings)	Computer; telephone; WWT uniform; department keys; learning materials
Visitors (per annum)	15,000

## 5. Creative Ability

### **Desirable:**

- Demonstrable experience of being able to take creative approaches to delivering exciting and engaging real-world and digital activities for learners and/or families
- Experience of working with groups of target users to design and develop activities and programmes

## 6. Contact

### **Essential:**

- Ability to communicate effectively with a wide range of internal and external contacts, from funders and high level stakeholders to teachers, parents and pupils
- Understanding the ways social media can be used to engage with different audiences, promote activities and create communities

### **Desirable:**

- Experience in use of social media
  - Experience in marketing a service
- 

## **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.