



Job Description

Marketing & Communications Manager - Job Share

Grade: 8

Centre: WWT Castle Espie Wetland Centre

Directorate: Operations

Reporting to: Centre Manager

Main function of the post: Working alongside job share partner, manage marketing and PR activities to position the WWT Castle Espie Centre as a leading conservation-led visitor attraction, maximizing visitation to the centre and profile within the region.

Supervisory Responsibility: Volunteers & placement students

Responsibilities of the post

1. To develop and deliver the annual centre marketing plan, in conjunction with WWT's visitor marketing strategy.
2. To achieve budgeted visitation and revenue targets and to increase the profile of the WWT Castle Espie 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 communications team to identify national media stories for the centre and with centre grounds & reserve staff to generate local wildlife stories.
4. To design and produce marketing materials targeted to the audience segments identified in the centre business plan, consistent with WWT brand guidelines, to deliver these to the agreed deadlines and budgets and to ensure their effective distribution as laid out in the centre marketing plan.
5. To monitor marketing effectiveness and customer satisfaction at the centre through commissioned research, onsite surveys, the collation and analysis of comment cards, and social media channels ensuring that feedback is acted upon and integrated into the centre marketing plan.
6. To manage the Castle Espie Wetland Centre pages of the WWT website and intranet including drafting copy and updating content, maximizing third party website content relating to the centre and ensuring all detail is accurate and current.
7. To be responsible for maintaining an effective and engaging social media presence and to use social media as both a promotional tool and a mechanism for enhancing communication with supporters.

8. To support and develop marketing relationships with key local stake holders such as tourism bodies and the local council, and represent Castle Espie Centre at networking events, external meetings and events.
9. To work closely with the centre's grounds, reserve and learning teams, to develop and evaluate effective and engaging events to enhance the quality and variety of the visitor experience and promote WWT's key messages.
10. To work closely with the WWT marketing and supporter development directorate, ensuring deadlines for reporting and analysis of centre visitation and customer satisfaction are met.
11. To ensure that all signage and information boards are on brand, well maintained and managed in line with current WWT guidance.
12. To promote the Graffan Gallery at the Castle Espie Wetland Centre, acting as chair of the gallery committee and working alongside the retail manager, achieving annual financial targets.
13. To be responsible for setting and managing the marketing department budget in consultation with the centre manager and visitor marketing manager, ensuring expenditure and income are controlled in line with the agreed budget and all WWT financial procedures are rigorously upheld.
14. To act as a key member of the centre's management team by taking duty management responsibility on a rota basis, including some weekends and evenings.

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

Date Amended: June 2021

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent 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 - drafting copy and liaising with designers to produce the finished product
- Excellent written and verbal communications skills, including drafting marketing copy
- Demonstrable experience of online and e-marketing including use of social media
- Excellent attention to detail
- Ability to work to tight deadlines and prioritise work accordingly
- Good working knowledge of MS Word, Excel and Outlook

Desirable:

- Experience of marketing events
- Keen interest in nature, wildlife and the environment
- 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
- 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

| Type of team member | Number managed (No. of direct reports) | Number supervised |
|-----------------------------|--|-------------------|
| Permanent Staff | | |
| Supervised / Managed | | |
| Volunteers / Casual Workers | Up to 8 | |

Desirable:

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

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
- Ability to keep accurate records and monitor activities for reporting to the centre and WWT HQ as required

Levels of financial responsibility

| Type of Responsibility | Level (£'s) |
|--|-------------|
| Expenditure (exc payroll) | £30,000 |
| Cash Handling | n/a |
| Assets (required for job, exc buildings) | |
| Visitors (per annum) | 60,000 |

Desirable:

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

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 Castle Espie 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 is a permanent, part-time, job share position supporting a 7 day operation and therefore requiring work during weekends and public holidays on a 3 over 7 day rota to meet the needs of the post.

A current driving license is essential as is a willingness to travel to other WWT locations and some regional and local events is a requirement of the post.