



National Visitor Marketing Manager

Grade: 10

Directorate: Fundraising, Marketing & Communications

Location: Flexible

Reporting to: Head of Brand & Content

Main function of post: To lead on delivery and development of visitor marketing strategy. To provide expertise on visitor marketing across the organisation. To steer the development and delivery of local site marketing plans, in line with the brand. To represent WWT's visitation objectives centrally, as they intersect with other engagement and income generation objectives.

Supervisory responsibilities: Line manage 1-2 marketing officers, professional support 9 local marketing managers.

Key relationships: Head of Brand & Content, Head of Experience and Engagement, Supporter Journey Manager, Marketing Manager, Site Managers and Site Marketing Managers

Responsibilities of the post

1. Work with relevant stakeholders to develop and deliver WWT's national visitor marketing strategy, in line with the brand, to support delivery of agreed targets and performance metrics.
2. Provide market insight and expertise and advise on sector trends and innovation in order to maximise the value and volume of visitors to WWT sites.
3. Lead and represent visitor marketing in the development of national integrated marketing campaigns and on site visitor engagement plans.
4. Provide professional guidance on visitor marketing across WWT with a particular focus on the links with the supporter journey and long-term supporter engagement.
5. Manage the central national visitor marketing budget and develop and deliver marketing initiatives to meet visitation objectives.
6. Guide the development of local marketing budgets and plans at WWT sites and monitor delivery to ensure success.

7. Lead on monitoring and analysing visitor performance nationally and make recommendations to individual WWT sites as needed.
8. Monitor and evaluate all local visitor marketing to ensure it supports the WWT brand.
9. Provide professional leadership, coaching and support to marketing teams at WWT sites.
10. Build and maintain effective working relationships with colleagues across the organisation.
11. Define, prioritise and manage requests for advice and support from WWT sites.
12. Provide leadership to all staff and volunteers within your team enabling every team member's contribution to be maximised by ensuring that the appropriate levels of direction, coaching and support are provided through professional line management in line with WWT's people frameworks.
13. Manage the team's budget on a day to day basis including regular reports, oversight of supplier contracts and ensuring procurement and financial policies and procedures are applied.
14. Monitor and remain up to date with fundraising, data governance and other relevant legislation and work in partnership with the Supporter Engagement team to ensure all marketing activities are compliant.
15. 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.
16. 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.

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: April 2017

Amended: October 2021

Person Specification

1. Qualifications

Essential:

- Educated to degree level (or qualifications that are of the same level/standard) in a relevant subject area
- Current driving licence as the ability to travel to other locations is essential

Desirable:

- Relevant professional qualification e.g. Chartered Institute of Marketing Certificate, IDM
- Additional courses in relevant subject areas

2. Experience

Essential:

- Significant experience of marketing a visitor attraction or similar organisation
- Experience of developing strategic plans to deliver measurable outputs and outcomes
- Senior level experience of creating and implementing successful marketing plans using multiple channels
- Experience of using a broad range of marketing and communications channels including digital marketing and media relations to deliver objectives
- Significant experience of using monitoring and evaluation techniques and data-driven decision making processes to develop targets and multi-channel marketing campaigns
- Extensive and demonstrable experience of marketing project and budget management
- Experience of combining and coordinating national and local campaigns
- Experience of managing budgets and agencies and other external suppliers
- Experience of building effective working relationships with colleagues in a complex, multi-site organization
- Experience of building partnerships and joint initiatives with other organisations to deliver common objectives
- Knowledge of data protection and related regulations

Desirable:

- Experience of working in a matrix management structure
- Experience in conservation/environmental/charity fields
- Experience of working with volunteers

3. Managerial & Supervisory

Essential:

- Ability to determine team priorities, set tasks and appropriately allocate resources
- Confidently able to train, motivate and engage the team and colleagues in other departments (including volunteers)

- Experienced in managing the life cycle of team members to include: recruitment, appraisals, objective setting and performance management including holding difficult conversations
- Knowledge of matrix management and understanding of how to develop effective relationships within that structure across different teams to deliver results
- Highly developed coaching ability and the ability to support colleagues at all levels in developing their marketing skills and understanding.
- Experience of managing change and organisational development in a multi-disciplinary environment

| Type of staff | Number managed | Number supervised |
|-----------------------------|----------------|--|
| Employed Staff | 1 | 9 (dotted line to Centre Marketing Managers) |
| Volunteers / Casual Workers | 1 | 0 |

4. Responsibility

Essential:

- Ability to translate organisational strategy into plans to implement and deliver
- Ability to work independently under own initiative at a strategic level and deliver through influencing and managing others
- Experience of managing multiple projects simultaneously and reprioritising to meet changing deadlines
- Ability to multi-task, balancing deadlines and workloads to consistently deliver plans and actions to a high standard
- Ability to advise, support and develop Centre Marketing Managers

Levels of Responsibility:

| Type of Responsibility | Level (£'s) |
|---|--|
| Expenditure (exc. payroll) | Over £200K |
| Cash Handling | £0 |
| Assets (required for job, exc. buildings) | £0 |
| Visitors (per annum) | 1 million (delivered in partnership with the Operations directorate and delivered through WWT centres) |

5. Creative Ability

Essential:

- High level of original thought required to develop marketing solutions combined with an ability to take a strategic approach.
- Ability to think laterally and to adopt a range of external views in order to position WWT effectively
- Ability to manage the complexity of demands posed by both a commercial and conservation environment.
- An eye for detail, design and presentation.

6. Contact

Essential:

- Ability to build effective working relationships with colleagues across a complex organisation.
- Ability to represent the WWT brand to high level internal and external audiences.
- Ability to maximize the input and value delivered through matrix management structures
- Highly developed influencing skills and a track record of using pragmatic, creative solutions to address complex challenges.
- Ability to lead and participate in multi-disciplinary team working across multiple sites
- Ability to establish and maintain regular high level contact with colleagues throughout WWT
- Professional, friendly, diplomatic and patient approach.
- Ability to build and maintain partnerships with tourism boards and other promotional networks and external organisations.
- Ability to manage external agencies and suppliers to deliver agreed outcomes on time and on budget.
- Good influencing/diplomacy skills and the ability to put forward a strong case
- Experienced in and confident of handling verbal and written communication at all levels.
- Confident networker at external events and ability to build new and lasting contacts

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.