



Visitor Experience Officer

Grade: 7

Directorate: Operations

Location: WWT Caerlaverock Wetland Centre

Reporting to: Centre & Reserve Manager

Main function of post: To provide an excellent visitor experience by creating, developing and managing inspirational and vibrant engagement opportunities for all ages. To assist the site manager with marketing and PR activities to maximise visitation to the centre.

Supervisory responsibilities: Administration Assistant, Volunteers & Trainees

Responsibilities of the post

1. To raise the profile and awareness of WWT Caerlaverock to increase off-site and on-site visitors.
2. To work with the WWT Caerlaverock team to increase year round visitation and improve visitor's enjoyment and enlightenment from their contact with the site.
3. To plan and deliver the annual programme of special events at WWT Caerlaverock to increase year round visitation as set out in the centre business plan and promote WWT's key messages via on-site and off-site presentations.
4. Maintain the Caerlaverock Wetland Centre pages of the WWT website and intranet in an informative and vibrant way, regularly up dating them and maximising third party website content relating to the centre while ensuring all detail is accurate and current.
5. Building an off-site audience through an informative, dynamic, engaging and educational social media presence. Liaise with other centre departments to use social media as both a promotional tool and a mechanism for enhancing communication with supporters.
6. In conjunction with the site manager and Central staff, develop and implement the centre engagement plan.
7. To assist in the development and delivery of the annual centre marketing plan in line with WWT's visitor marketing strategy.
8. To work alongside the Central design team to design and produce marketing materials targeted to the audience segments identified in the centre business plan and to ensure their effective distribution as laid out in the marketing plan.

9. To support the centre's local and regional media relationships by developing relevant contacts, drafting routine and event related press releases and ensuring prompt responses to media enquiries.
10. To implement the self-guided formal learning offer at the centre and associated administration.
11. Recruit, train and manage all volunteers with customer facing and public engagement roles in the GUEST system and ensure other centre staff also receive this training as required. To ensure that your team engage and interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them to understand and connect to wetlands.
12. As a member of the centre management team, act as a duty manager on a rota basis, including some weekend duties.
13. To provide leadership to all staff and volunteers within the team enabling every team member's contribution to be maximized by ensuring appropriate levels of direction and support are provided through professional line management in line with WWT's people frameworks.
14. Working with the rest of the team build links with local WWT members, promoting the benefits of membership and encouraging stronger engagement with the site.
15. 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.
16. 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.

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 Site Manager from time to time.

Date raised: February 2017

Amended: December 2021

Person Specification

1. Qualifications

Essential:

- Educated to A level standard or equivalent.
- A full, driving license is essential for this post.

Desirable:

- Degree level qualification in a relevant area e.g. education, marketing, PR

2. Experience

Essential:

- Experience of visitor engagement including developing and delivering presentations to a variety of audiences
- Experience of marketing and/or PR
- Experience of providing training
- Robust IT and administrative skills

Desirable:

- Experience of working within natural heritage, environmental, tourism, arts or hospitality industries, with a strong focus on quality customer care
- Working with volunteers
- Experience of working in a learning environment providing educational programmes to a variety of audiences

3. Managerial & Supervisory

Essential:

- Experience in managing the life cycle of team members to include; recruitment appraisals, objective setting and performance management, including holding difficult conversations.
- Supervision of volunteers, allocating duties and monitoring progress.

Type of staff	Number managed	Number supervised
Employed Staff	1	0
Volunteers / Casual Workers	20-25	25-35

4. Responsibility

Essential:

- Excellent time management and able to work under own initiative
- Responsible for achieving membership recruitment and Gift Aid income targets
- Responsible for coordinating the training and support of WWT team members who have public facing and engagement positions.

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	0
Cash Handling	£12,000 per annum
Assets (required for job, exc. buildings)	-
Visitors (per annum)	£37,000

5. Creative Ability

Essential:

- Ability to deliver an engaging visitor experience through a diverse and imaginative programme of special events and learning experiences to promote the conservation messages of WWT
- This post requires creativity in delivering marketing/PR campaigns, in making best use of limited resources and in problem solving

Desirable:

- Design experience

6. Contact

Essential:

- Ability to deliver presentations at the centre and off-site
- Ability to develop good working relationships within the Caerlaverock team and WWT as a whole
- Excellent communication, interpersonal and customer care skills with visitors, supporters and other stakeholders

Desirable:

- Ability and willingness to build relationships with local and national media

General Notes

This position requires a flexible approach to working hours to meet the needs of the job. Some work at weekends, on statutory holidays and outside normal office hours will be required.

Whilst this post is based at WWT Caerlaverock Centre, a willingness to travel within Britain and Ireland to other WWT Wetland Centres from time to time as required.