



Role Description

Marketing, Communications & Sales Manager

Directorate: Operations

Grade: 9

Location: WWT Slimbridge Wetland Centre – with flexibility to work remotely subject to line manager agreement

Reporting to: Visitor Experience Manager

Supervisory responsibilities: Sales Executive, Marketing Executive and Marketing volunteers

Main duties within the role

1. To implement the national visitor marketing and communications strategy for WWT Slimbridge Wetland Centre, championing the WWT visitor proposition and brand, which will include:
 - a. visitor recruitment marketing activities
 - b. a communications plan with existing and regular visitors to support retention rates, including groups as well as individuals.
 - c. Creating a PR and content plan with bespoke KPI's, to support the overall communications objectives.

With the aim of building the brand and visitor base within the centre's regional catchment area. The role holds responsibility for developing, with the NVM team, a marketing and communications plan relevant to the centre's catchment area and markets, in order to achieve agreed new visitor targets and repeat visits amongst existing visitors.

2. To monitor and report on the activities within this plan and their impact on driving new and sustaining visitor numbers and engagement in order to contribute to both short and long term development of future plans.
3. As the Marketing, Communications & Sales Manager for WWT's largest and most prominent visitor centre, work closely with the central communications and campaigns team on national PR activities.
4. Working with the Visitor Experience Manager and National Visitor Marketing Manager
 - a. Set SMART marketing and communications objectives and KPI's related to new visitor recruitment and existing visitor retention for the year ahead. A template for compiling these will be supplied by Operations and the National Visitor Marketing (NVM) team.
 - b. Jointly responsible for the decision on total marketing and communications budget to fulfil this plan.

- c. Report regularly on agreed marketing and communication KPI's and new visitor recruitment and repeat visitor retention in relation to the plan's KPIs and in context of their catchment area profile.
5. Maintain existing relationships with catchment stakeholder groups that help with promoting the centre and seek relevant new ones as tourism bodies and the local council. This will include sponsorship, engagement and advertising where beneficial.
6. Work with the national Experiences & Engagement team to plan and design content for onsite programming designed to drive visitor numbers and deepen visitor's connection with nature. Marketing Managers to work within the frameworks designed by the national Experience and Engagement team and in collaboration with operations, to ensure a coordinated and seamless programme delivery
7. To line manage the Marketing and Sales Executives, ensuring that the appropriate levels of direction and support are provided in line with WWT's people frameworks.
8. To work within the strategy for PR & Content Manager and other campaigns, whilst being part of a wider network of marketing managers representing other WWT Centres.
9. To lead the sales function, responsible for Bewick's Lodge accommodation, functions and conferencing and events at WWT Slimbridge Wetland Centre.
10. To generate sales and develop new offers in; external functions, onsite accommodation and visitor events.
11. Working with the Learning Manager, have oversight and useful contribution into the marketing plan for school visits.
12. Plan, review and where necessary, create content and messaging for Centre specific touchpoints ensuring they are in line with the WWT visit proposition branding guidelines, maximising core and campaign messaging and objectives. E.g. updating Centre pages on the website, POS on site, briefing out film and photography for relevant content.
13. Present and champion the WWT brand within guidance for both the supporter journey and the visitor marketing proposition at all times.
14. To carry out duty management responsibilities as per the duty rota, including some weekends and evenings, and be an integral part of the centre management team.
15. To work alongside volunteers encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience.
16. 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.
17. 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.

18. To interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.
19. To ensure that in the course of your work you adhere to the WWT Data Protection policy and standards.
20. 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: February 2023

Amended:

Person Specification

1. Qualifications

Essential:

- A higher education or professional qualification in Marketing e.g. Chartered Institute of Marketing Certificate, or Digital Marketing Qualification

Desirable

- 2. PR qualification (e.g. CIPR Certificate or Diploma)

2. Experience

Essential

- Marketing and PR experience for a consumer facing (B2C) organisation.
- PR planning and implementation including building media relations
- Social media organic content planning and implementation
- Brand management
- Evaluation of marketing activity
- Working knowledge of Word, Excel and Outlook

Desirable:

- Experience gained in a visitor attraction marketing environment.
- Experience of working in a national multi-site operation.
- Experience of marketing events.
- Experience of working in a busy operational role, including duty management in a visitor attraction.

3. Responsibility

Type of Responsibility	Levels
Budget Responsibility	£300,000
Income	£150,000
Project Size (normally managed)	<i>Small/Medium</i>
Assets (required for job, exc. buildings)	1000
Visitors (number per annum)	250,000

Type of staff	Number managed	Number supervised
Employed Staff	2	0

Volunteers / Casual Workers	Up to 10	0
Contractors	0	0

4. Creative Ability

Essential:

- Excellent communication (verbal and written) skills
- Creative and imaginative approach to problem solving

5. Contact

Essential

- Confidence to build effective working relationships and achieve results across all directorates and sites across WWT.
- Demonstrates a professional, friendly, diplomatic and patient approach.
- Ability to report into their line Manager whilst also take direction from the NVM team.
- Effective organisational skills; capable of prioritising workloads, managing multiple projects and negotiating deadlines.
- Influencing skills and ability.
- Working and building relationships with external stakeholders, including VIPs.

General Notes

This position, will from time to time; require work during some evenings, weekends and public holidays to meet the needs of the role.