



Job Description

Post: Public Engagement Officer

Grade: 8

Centre: Welney

Directorate: Operations

Reporting to: Centre Manager

Main function of the post: Through the development of both commentated bird feeds and other means of engagement, help the centre to deliver an enhanced visitor experience and improve the quality and quantity of conservation related learning outcomes enjoyed by our visitors. Also to play an integral role in helping to develop similar presenter-led events across WWT's eight other centres.

Supervisory Responsibility: Volunteers

Hours worked: 37.5 hours over 5 days worked within a 7 day rota. Fixed-term contract until May 2014.

Main duties of the post:

1. To scope, develop and implement a three year WWT project plan addressing audience engagement, events and PR
2. To take a central role in the administration and delivery of the project, including duties such as coordination of the steering group meetings and provision of materials and information for regular reports to the funder
3. To be responsible for the development, delivery and evaluation of swan feeds at Welney, including keeping accurate records of activity and attendance levels and the collection and collation of regular feedback from participants. 2-3 feeds to be undertaken daily from October to March
4. To encourage donations, membership applications and volunteering at swan feeds and ensure that opportunities (donation boxes, fliers, information) are available
5. To liaise regularly with WWT's swan conservation experts and incorporate relevant news into the swan feed talks

6. Working closely with the Welney Volunteer Coordinator, develop a pool of volunteer swan presenters, that will help to provide longevity to the programme and ultimately allow for the volunteer-led coordination of swan feeds
7. Within the given budget to be responsible for the scoping, sourcing, purchasing, installation and usage of the equipment deemed necessary for the delivery of swan feed commentaries
8. To carry out a survey of current interpretation and interactive features across the centre and to develop new and exciting interpretation and interactive elements as required
9. To deliver at least six outreach visits per year to local community groups and develop relevant and engaging support materials
10. To scope, develop and coordinate a training programme for others within WWT that are undertaking presenting role. Two training events are to be delivered per year
11. To be responsible for supplying details of PR and marketing activity that has been undertaken to the appropriate team/HQ members
12. To be responsible for the effective management of the project budget, maintaining income and expenditure within strict budgetary limits
13. To liaise closely with the admissions team in operational issues regarding swan feeds, for example safe attendance numbers

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:

Date Amended:

Person Specification

1. Qualifications

Essential:

- Educated to A-level standard or equivalent in a relevant subject.

Desirable:

- Educated to Degree level or equivalent in a relevant subject
- Relevant post graduate qualification

2. Experience

Essential:

- Experience of developing and delivering presentations to a variety of audiences
- Experience of audience engagement and / or PR
- Experience of project management and delivery
- Experience of working in a learning environment providing educational programmes to a variety of audiences
- Experience of providing training
- Robust IT and administrative skills

Desirable:

- Experience of working within heritage, environmental, tourism, arts or hospitality industries, with a strong focus on quality customer care
- Working with volunteers

3. Managerial & Supervisory

Essential:

- Supervision, training and support of a volunteer group

Type of staff	Number managed	Number supervised
Permanent Staff	0	0
Volunteers / Casual Workers	0	c12

4. Responsibility

Essential:

- Responsible attitude to the health and safety of staff, visitors and others either on site or at outside events or talks
- Good time management
- Responsible for managing, monitoring and reporting on the projects budget and required targets

- Responsible for coordinating the training and support of WWT staff who have public speaking/presenting positions

Levels of financial responsibility

Type of Responsibility	Level (£)
Expenditure (exc payroll)	£0
Cash Handling	£0
Assets (required for job, exc buildings)	£0
Visitors (per annum)	n/a

5. Creative Ability

Essential:

- Ability to scope, source, coordinate installation and monitor new equipment, props and images to improve the visitor experience and their engagement with our conservation messages
- To create and develop a diverse, engaging and imaginative programme of swan talks and outreach talks

6. Contact

Essential:

- Ability to develop good working relationships within the Welney team and WWT as a whole
- Ability to build and maintain effective relationships with new and existing volunteers
- 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 is a full-time, fixed-term position until 31 May 2014, which will require work during evenings, weekends and public holidays to meet the needs of the post.

A current driving licence is essential as travel (to other WWT centres and to provide outreach programmes) is a requirement of the post.