



## Visitor Experience Officer – Slimbridge 2020

**Location:** WWT Slimbridge Wetland Centre

**Grade:** 6

**Directorate:** Operations

**Reporting to:** Visitor Experience Manager

**Hours worked:** 37½ hours per week.

**Work Pattern:** 37.5 hours per week to be worked on a rota basis to include weekends, bank holidays and occasional evenings, in line with business requirements.

**What we need you to do:** Develop, coordinate and deliver a suite of new activities at Slimbridge Centre as part of the Slimbridge 2020 project. Provide amazing experiences that grow our visitation and inspire support for wetland conservation.

**The post is a fixed term 36 months contract**

### We shape unforgettable experiences

- Review and develop the centre activities plan in line with Slimbridge 2020 priorities and outcomes.
- Work with the Visitor Experience Manager to develop and deliver site engagement using a variety of engagement techniques (including talks, interpretation, activities and workshops) to enthral our visitors throughout their whole experience and engage them in wetland conservation.
- Work with the Visitor Experience Manager to deliver a centre specific customer service and engagement training programme for staff and volunteers.
- Work with the Learning Manager to create a series of new talks which fit into WWT's Walks and Talks format and provide engaging experiences for our visitors, and support the delivery and evaluation of these.
- Work with the Visitor Experience Manager and Aviculture team to develop a series of shows in the Living Wetland Theatre that entertains, educates, engages and excites visitors about wetland conservation.
- Work with other departments (especially Marketing and Learning teams) to deliver a calendar of public and ticketed events.
- Work with the Marketing team to engage a diverse cross section of visitors including priority visitor segments as outlined in the Slimbridge 2020 business plan.
- Lead a team of volunteers to deliver a range of activities and talks as outlined in the Slimbridge 2020 activity plan.
- Use WWT's visitor segmentation to help develop activities which are suitable for our varied audiences and take account of their needs and interests.

### We are resourceful pioneers

- Help the centre to achieve targets and maximise potential income through a high standard of engagement opportunities offered across the centre, recognising that income generated at Slimbridge centres helps to fund vital wetland conservation work.
- Reduce waste by helping to maintain department storage areas making sure equipment is stored properly, resources are used appropriately and materials recycled wherever possible.

## We work together for a positive future

- Assist in implementing the appropriate standards, procedures and best practice as defined by the Visitor Experience Manager and General Manager
- Assist in recruitment, training, and supervising of volunteers, both within your department, and in other departments.
- Work with other key members of the Slimbridge 2020 project in the development of exhibits and activities
- Ensure the health, safety and welfare of all visitors to the centre by:
  - reviewing risk assessments for all shows and talks
  - following published guidelines for the health, safety and welfare of groups in accordance with WWT's child safety policy.
- Ensure internal communications about visitor engagement shows and talks are timely and accurate
- Form part of the duty first aid rota as required (first aid training provided)

## We do conservation

- Through activities and engagement opportunities provide Slimbridge's visitors with information on WWT's conservation work, deepening connections and encouraging visitors to take action.
- Ensure WWT's environmental and conservation education principles and guidelines are met and delivered to the highest standards
- Ensure you are aware of and have a basic understanding of the centre's key features and conservation highlights and share such information with visitors where and when appropriate
- Ensure you are engaged with WWT's internal communication channels keeping yourself informed and up to date with the progress that WWT is making and the work that we undertake to save wetlands for wildlife and people.

## 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.

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**Date Created:** January 2018

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## Person specification

### 1. Qualifications

**Essential:**

- Educated to a degree or equivalent level in a relevant subject e.g. Events Management, Communications or Tourism or substantial relevant experience

### 2. Experience

**Essential:**

- Experience in delivering visitor experience and engagement preferably working within visitor attraction/entertainment, arts or hospitality
- Excellent standards in customer service
- Excellent presentation skills
- Office or administrative experience; working knowledge of Microsoft Office, Excel, PowerPoint and Outlook

**Desirable:**

- Experience of working in a conservation or charity setting
- Experience of working with large groups of children and adults
- Experience of running events in a fast paced, high volume, high quality operation/visitor attraction.
- Experience of managing volunteers as part of a team
- Experience of working with external events and arts providers

### 3. Managerial and supervisory

**Essential:**

- Experience of managing volunteers as part of a team

Your team	Number managed	Number supervised
Permanent team	0	0
Casual workers	0	Up to 4
Volunteers	20	Up to 20

### 4. Responsibility

**Essential:**

- Ability to independently and confidently deliver an engagement programme at WWT Slimbridge.
- Ability to sensitively handle confidential information and small amounts of cash.
- Excellent time management.

- Ability to manage multiple work streams simultaneously and to be able to prioritise tasks.
- Ability to prioritise workload to ensure longer term projects are completed as well as daily duties.

**Levels of financial responsibility:**

Your responsibilities	(Level (£'s))
Expenditure (exc. Payroll)	£0
Cash handling	£50
Assets (required for job, exc, buildings)	Uniform, Resources
Visitors (per annum)	250,000 annual visitors to the centre

**5. Creative ability**

**Essential:**

- Ability to originate ideas through creative thought, and progress these through to the development and delivery of events.
- Excellent problem solving skills.

**Desirable:**

- Evidence of previous work creating engagement activities, interpretation or presentations for an audience.

**6. Contact**

**Essential:**

- Regular and routine contact with other departments, volunteers, visitors and external organisations
- Excellent verbal, written and interpersonal communication

**Desirable:**

- To represent WWT at external outreach sessions or events.

**General notes:**

This is a position that will routinely require you to work weekends, public holidays and occasionally evenings, to meet the needs of the post.