



Job Description

Marketing Officer

Grade: 8

Directorate: Operations

Location: WWT Slimbridge Wetland Centre

Reporting to: Visitor Experience Manager

Main function of post: To drive visitor growth at Slimbridge Wetland Centre by delivering both year round and event-specific marketing campaigns across a range of channels. This role is responsible for executing effective PR strategies, creating compelling content, and collaborating with internal teams to deliver impactful marketing and communications activity in line with WWT brand guidelines. The ideal candidate will bring a strong passion for B2C and digital marketing, exceptional storytelling and content creation skills, outstanding communication abilities, and a sharp eye for detail.

Supervisory responsibilities: Marketing Executive & Marketing Volunteers

Responsibilities of the post

1. Work closely with the Visitor Experience Manager, General Manager & WWT Senior Visitor Marketing Manager to create and deliver multi-channel marketing campaigns that drive visitation to Slimbridge Wetland Centre and enhance WWT brand awareness. Assist in updating the centre's annual marketing plan to ensure alignment with overall goals.
2. Create and deliver the centre's PR activities, maximising local and regional media opportunities by developing excellent media contacts, creating engaging copy for editorial coverage, and supervising media site visits. Use media monitoring and distribution software.
3. Manage the organisation's social media channels, supporting the Marketing Assistant to plan and deliver engaging content that drives visitation, promotes events and highlights our conservation work. Monitor social media metrics to assess campaign performance, adjust strategies for better results, and engage with the community by responding to comments and messages promptly.
4. Oversee the development and maintenance of the Slimbridge Wetland Centre pages of the WWT website and intranet. Work with the Marketing Assistant to plan and produce news articles for the website. Maximise the presence on third party websites and monitor web referral traffic.
5. Work closely with the General Manager, WWT Senior Visitor Marketing Manager and the Trading team to create marketing initiatives for Bewick's Lodge & Warblers Meadow accommodation,

learning & education, corporate hires, events & functions at WWT Slimbridge Wetland Centre and drive revenue.

6. Work closely with the Visitor Experience Manager and WWT Senior Visitor Marketing Manager to brief and manage the creation of promotional materials, including posters, leaflets, and banners, both onsite and off-site, ensuring they align with brand guidelines.
7. Build and maintain strong marketing relationships with local stakeholders, including onsite department heads, to support and align trading and education marketing initiatives.
8. Assist with the distribution of supporter newsletters and "What's On" leaflets, while researching and managing external listings and advertising opportunities, including building contacts within target audience groups.
9. Champion award applications to increase brand recognition of Slimbridge Wetland Centre.
10. Working with the General Manager, the Visitor Experience Manager and WWT Senior Visitor Marketing Manager, agree and manage the centre's marketing and communications budget.
11. Work closely with the national communications and campaigns team on cause led PR activities collaborating as part of a wider network of marketing managers representing other WWT Centres.
12. Supervise the Marketing Assistant & Marketing Volunteers ensuring that the appropriate levels of direction and support are provided in line with WWT's people frameworks.
13. Oversee the digital ticketing platform which holds the Centre's bookable events.
14. To carry out duty management/site controller responsibilities as per the duty rota, including some weekends and evenings, and be an integral part of the centre management team.
15. Work 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.
16. Engage with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.

In addition to the duties and responsibilities listed, the postholder may be required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: March 2025

Amended: November 2025

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent experience ideally in a business or marketing related discipline

Desirable:

- Marketing/PR qualification (e.g. CIM Postgraduate Diploma or CIM Diploma)
- Full driving licence

2. Experience

Essential:

- Marketing and PR experience for a consumer facing (B2C) organisation
- Experience of delivering a marketing and communications plan, including paid advertising
- Experience of digital marketing and social media management (Instagram, Facebook etc.)
- Experience of undertaking media interviews and acting as a spokesperson
- Experience of working in a visitor attraction
- Experience of inspiring a team or leading a workshop
- Working with a meticulous attention to detail and high levels of accuracy
- Experience within CRM databases and reporting tools
- Proficient in Microsoft Office, Excel, and Outlook

Desirable:

- Experience of working in a charity
- Experience of using media monitoring software e.g. Vuelio
- Some experience of budget monitoring or management

3. Managerial & Supervisory

Essential

- Ability to oversee the work external agencies e.g. printers

Type of staff	Number managed	Number supervised
Permanent Staff	1	0
Volunteers / Casual Workers	2	0

4. Responsibility

Essential:

- Independently organise and manage tasks and conflicting priorities, to meet agreed targets, to time and budget

Levels of Responsibility:

Type of Responsibility	Levels
Expenditure (exc. Payroll)	£300,000
Revenue Income	£150,000
Visitation (pa)	250,000+

5. Creative Ability

Essential:

- Excellent written and verbal communications, with experience of writing content for different audiences, aligned with the brand
- Creative thinker with an eye for the latest trends, and the ability to innovate. A strategic thinker with a hands-on approach.
- Possess strong copywriting, storytelling, and content creation skills.
- Excellent planning skills, effective prioritisation, balancing deadlines and workloads

Desirable:

- Knowledge of audience segmentation models.

6. Contact

Essential:

- Strong teamwork abilities and the capability to build and maintain effective working relationships
- Confident and effective communication skills, both written and verbal
- Experience in briefing and managing projects with external agencies / suppliers e.g. printers
- Effective organisational skills; capable of prioritising workloads, managing multiple projects and negotiating deadlines.

General Notes

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