



## Job Description

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### Assistant Engagement Officer (Stear: Connecting Coastal Communities)

**Grade:** 5

**Directorate:** Operations

**Location:** WWT Steart Marshes & Bridgwater Bay  
NNR

**Reporting to:** WWT Steart Marshes Engagement and Learning Manager

**Main function of post:** To support the existing Engagement & Learning Manager to coordinate volunteers and assist with events and engagement on and off-site. Supporting the 'Stear: Connecting Coastal Communities' project. Which is at the heart of WWT's commitment to create inspiring, accessible experiences for people that nurture a deeper connection and understanding of wetlands. Resources and learnings from this project will guide and structure engagement and education priorities in the wider Somerset region and act as a model of best practice for WWT's national work.

**Supervisory responsibilities:** Volunteers

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### Responsibilities of the post

1. To assist the Engagement & Learning Manager, using the WWT Steart Marshes Business Plan and overarching WWT strategy to support and develop the engagement activities.
2. To assist the Engagement & Learning Manager to manage, support, inspire and build our current team of highly motivated volunteers, encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience.
3. To assist the Engagement & Learning Manager to work with key stakeholders and national WWT staff to develop and build partnerships to pilot innovative ways to demonstrate the value of working wetlands to all visitors.
4. To assist the Engagement & Learning manager to undertake local community engagement through WWT's work with local Parish Councils and the local community to inform people about wetland benefits and opportunities for local action.
5. To assist the Engagement & Learning Manager to develop, resource, coordinate and support a focussed programme of engagement activities that enhances the visitor experience and maintain the high profile of the reserve.

6. To assist the Engagement & Learning Manager to research, evaluate and document the benefits, challenges and opportunities associated with the engagement initiatives and partnerships. Learning lessons and implementing improvements as appropriate.
7. To assist the Engagement & Learning Manager in working with WWT's Experience, Engagement and Learning team with the design, placement and renewal of on-site interpretation.
8. To assist the Engagement & Learning Manager in monitoring visitor profile, usage and participation, using installed data loggers, surveys and manual counts to provide accurate data.
9. To assist the Engagement & Learning Manager and work with WWT's Digital and Media team to communicate key messages to the wider public (new and existing audiences) through traditional and social media.
10. 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.
11. 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.
12. To interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.

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 raised:** February 2021

**Amended:** January 2025

# Person Specification

## 1. Qualifications

### ***Essential:***

- Current full UK driving licence as the ability to travel to other locations is essential

### ***Desirable:***

- Emergency First Aid at Work qualification

## 2. Experience

### ***Essential:***

- Experience in communicating with a wide range of audiences
- Experience and willingness to play an active part of a small team
- Experience of working with a wide diversity of communities
- Experience in positive stakeholder consultation and audience development
- Demonstrable experience of achieving outcomes by working with volunteers and motivating others
- Experience in different methodologies for engagement, consultation and evaluation
- Good IT skills with a working knowledge of Microsoft Office

### ***Desirable:***

- An empathy for the WWT conservation aims and messages
- Experience in a public facing/conservation learning body
- An understanding and general interest in British wildlife

## 3. Managerial & Supervisory

### ***Essential:***

- Ability to determine priorities and set tasks
- Ability to manage and motivate volunteers
- Ability to work as a team member to achieve personal and joint objectives
- Ability to prioritise work loads of self and others

Type of staff	Number managed	Number supervised
Employed Staff	0	0
Volunteers / Casual Workers		0 to 70 part time volunteers

## 4. Responsibility

***Essential:***

- Proven ability to manage budgets and resources
- Ability to undertake programme planning, project management and progress monitoring
- Ability to effectively manage groups, the public, events and activities

***Levels of Responsibility:***

Type of Responsibility	Level (£'s)
Budget responsibility	£2,500
Income	£500
Assets (required for job, exc. buildings)	-
Visitors (per annum)	c50,000

## **5. Creative Ability**

***Essential:***

- Ability to develop, create and deliver innovative programmes and materials for a range of audiences
- To have a creative approach to problem solving
- An enthusiastic and energetic approach
- Ability to put together and deliver creative and engaging presentations

***Desirable:***

- The ability to help develop on site interpretation and copy writing
- Possessing an interest and passion for involving people in wetland nature conservation

## **6. Contact**

***Essential:***

- An ability to communicate, motivate and engage with a wide range of audiences
- Capable of working with internal (WWT) and external specialist advisors
- Experience and understanding of working in close liaison with local communities
- Excellent communication skills – verbally, visually and in writing

## **General Notes**

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