

Visitor Experience Officer

Grade: 5

Directorate: Operations

Location: WWT Llanelli Wetland Centre

Reporting to: Marketing and Communications Manager

Main function of post:

The post supports the Marketing & Communications Manager in delivering high-quality visitor engagement, seasonal activities and venue hire services at the centre. The role helps to coordinate and support engagement volunteers to ensure safe, welcoming and enjoyable experiences for visitors across key areas of the site.

The post assists with the delivery of family and school holiday activities, talks, tours and events, while maintaining visitor standards, signage and interpretation. It also provides practical support for venue hire, ensuring spaces are well-presented and meet customer expectations.

Working closely with staff and volunteers, the role ensures engagement is consistent, positive and aligned with WWT's conservation and sustainability principles

Supervisory responsibilities: Engagement Volunteers

Responsibilities of the post

Key Duties and Responsibilities

1. Visitor Experience, Events, Talks, Tours and Activities

Support the Marketing & Communications Manager with the delivery of seasonal events, talks, tours, shows, workshops and family activities across the site. Assist with preparation, delivery and on-the-day operations to ensure activities are engaging, safe, well-organised and inspiring for visitors of all ages. Ensure signage, wayfinding and visitor standards are in place to support a smooth, high-quality visitor experience.

2. Visitor Engagement

Support the delivery of visitor engagement across the site, ensuring activities follow agreed visitor standards, signage guidelines and site procedures. Provide welcoming, informative and consistent engagement through:

- One-to-one conversations
- Group engagement
- Talks and tours

Maintain high presentation standards for interpretation, displays and signage, reporting issues promptly and helping arrange repairs or replacements where needed. Ensure engagement is supported by clear information, appropriate signage and consistent messaging.

3. Visitor Standards and Procedures

Work within established visitor standards and procedures set by the Marketing & Communications Manager and Centre Manager. Ensure consistency across the site in visitor interactions, interpretation, signage, and overall presentation, helping to maintain a professional, welcoming and safe environment for all visitors.

4. Engagement Volunteer Support

Assist with the coordination, induction and day-to-day support of engagement volunteers to ensure they feel confident, safe and able to deliver high-quality visitor experiences. Encourage, develop and support volunteers in their roles, helping ensure they have a positive volunteering experience and can meet agreed visitor standards.

Work alongside volunteers to deliver activities, engagement sessions and events, providing guidance and practical support as required.

5. Venue Hire Support

Provide administrative and practical support for venue hire bookings, including room set-up, signage, coordination with staff and volunteers, and ensuring high standards of presentation and visitor experience for hirers. Support smooth delivery of venue hire activities to meet customer expectations.

6. Internal Communication

Share accurate and timely information about engagement activities, schedules, events and venue hire requirements with staff and volunteers. Work collaboratively with colleagues across marketing, learning, catering and operations to ensure effective planning, clear communication and consistent delivery of visitor experiences.

7. Site Knowledge and Professional Development

Maintain awareness of the centre's key features, wildlife, conservation work and visitor offer so this can be shared confidently with visitors. Keep informed through WWT's internal communications and apply this knowledge in day-to-day engagement.

Demonstrate a commitment to personal and professional development to continually improve knowledge, skills and visitor engagement practice.

8. Health, Safety and Welfare

Work within WWT's health and safety policies and guidelines by:

- Following risk assessments for visitor engagement activities
- Ensuring safety information and signage are clear and in place
- Following safeguarding procedures when working with children and families
- Supporting a safe environment for visitors, staff and volunteers

Participate in the duty first aid rota (training provided).

9. Conservation, Sustainability and Environmental Standards

Deliver engagement in line with WWT's conservation and environmental principles. Follow the WWT Sustainability Statement by using materials responsibly, reducing environmental impact, and supporting sustainable ways of working in engagement activities.

10. Data Protection

Ensure that all personal and financial data is handled in accordance with WWT's Data Protection policies and standards.

11. Other Duties

Carry out any other reasonable tasks as required by the Marketing & Communications Manager or Centre Manager

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: 26/08/2025

Amended: 15/01/26

Person Specification

1. Qualifications

Desirable:

- A recognised qualification such as an NVQ 2 in customer service, tourism, heritage interpretation or visitor engagement.
- Training or certification in event support, venue operations or hospitality.
- A qualification in health and safety (e.g. IOSH Working Safely) or first aid at work.
- Experience-based equivalent: demonstrable experience in working with volunteers or in a visitor-facing role within a visitor attraction, museum, or leisure/tourism setting

2. Experience

Essential:

- Experience of working in a customer-facing or visitor service role.
- Experience of working as part of a team to deliver high standards of service.
- Experience of supporting or coordinating volunteers or colleagues in a practical setting.
- Experience of delivering or supporting family activities, events, or interactive experiences.
- Experience of maintaining presentation standards, including signage, displays, or interpretation.

Desirable:

- Experience of working in a visitor attraction, museum, heritage site, tourism or leisure environment.
- Experience of assisting with venue hire, events, or hospitality.
- Experience of supporting educational or school holiday activity programmes for children and families.
- Experience of working with health and safety procedures in a visitor setting (risk assessments, safeguarding, first aid).

3. Managerial & Supervisory

Type of team member	Number managed (No. of direct reports)	Number supervised
Employed staff	0	0
Volunteers	0	20
Casual Workers	0	0

4. Responsibility

- The postholder will contribute to retaining and growing existing visitation (currently from 55,000+ per annum) and will support the achievement of key performance indicators (KPIs) relating to visitation, admissions, membership, and Gift Aid

5. Creative Ability

Essential:

- Ability to deliver engaging and interactive activities for visitors of all ages.
- Practical creativity – for example, supporting craft sessions, family activities or themed events.

Desirable:

- Experience of developing or adapting creative activities (e.g. arts, crafts, storytelling, seasonal trails).
- Confidence in using creative approaches to engage visitors and support interpretation.

6. Contact

Essential:

- **Visitors** – regular contact with visitors to provide a welcoming, informative and engaging experience, ensuring visitor standards are met at all times.
- **Engagement vols** – day-to-day support, guidance and encouragement to ensure volunteers feel confident and able to deliver activities and interactions to agreed standards.
- **Colleagues** – work closely with the Marketing & Communications Manager, Learning team, catering, and operations staff to support events, activities, and venue hire.
- **Venue hire clients** – provide practical support for hirers, including set-up, signage, and ensuring facilities meet agreed presentation standards.
- **External contacts** – occasional contact with local community groups, artists, and activity providers to assist with seasonal or creative engagement programmes

General Notes

This is an annualised hours contract based on an average of 15 hours per week. Salary will be paid in equal monthly amounts.

This position will require work during evenings, weekends and public holidays to meet the needs of the post.