



## Job Description

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### Trading Manager

**Grade: 8**

**Directorate:** Operations

**Location:** WWT Welney

**Reporting to:** Site Manager

**What we need you to do:** Lead the trading team to achieve commercial targets and objectives. Specifically, this post supports the site manager by being responsible for the commercial operations (retail, catering and 2 holiday cottages). Create, develop and manage an inspirational and vibrant trading environment that provides an excellent visitor experience. Consistently delivering to meet or exceed against agreed targets and help generate profits that support the conservation work of WWT.

**Supervisory responsibilities:** line management of Trading Teams. This includes employed, casual and volunteer team members.

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### Responsibilities of the post

1. To lead a small team that creates a warm and welcoming trading environment which is inspirational, vibrant and represents the WWT brand.
2. To ensure WWT 's retail, catering and self-catering accommodation is presented to a consistently high standard, identifying and responding to changing visitor requirements and feedback.
3. To deliver against financial targets by managing budgets, costs and commercial performance, to increase profit, reduce waste and deploy resources effectively.
4. Ensure effective merchandising and stock control to maximise income.
5. To optimise opportunities for you and your team to increase the sale of memberships and adoptions within your Centre
6. Work collaboratively with the wider WWT Welney team and internal support teams to inspire visitors and generate profits that support our conservation work.
7. Lead your team by example, implementing appropriate standards, procedures and best practice. Providing appropriate levels of direction and support through training, team meetings and individual discussion.
8. Ensure compliance with all legislative standards, in particular Industry Food Hygiene standards, across all trading operations.
9. Ensure compliance with financial controls and procedures across all Trading operations.
10. 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.

11. 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.
12. To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your team.
13. To ensure that everyone in your department adheres to WWT's Data Protection policy and GDPR standards as an integral part of how they work.
14. Act as duty manager on a rota basis and, as part of the site Heads of Department leadership team, support the site team in delivering an exceptional visitor experience, maintaining safety and resolving operational challenges.

**Date Created: November 2023**

**Updated: April 2026**

# Person specification

## 1. Qualifications

### ***Essential:***

- Educated to a minimum of A- Level standard or equivalent
- Food Hygiene Level 3

### ***Desirable:***

- Food Hygiene Level 4
- Industry recognized Qualification in Catering (HND/City and Guilds)
- Industry recognized Customer Service Qualification
- Management Training Qualification
- Personal License Holder

## 2. Experience

### ***Essential:***

- Experience in a relevant trading/commercial environment
- Experience of team management, training and development
- Proven track record in delivering or exceeding departmental targets
- Experience of delivering exceptional standards in Customer Care
- Previous experience of a Food Safety Management System (FSMS)

### ***Desirable:***

- Previous experience in managing budgets and financial controls
- Proven ability in managing cost margins and overheads
- Experience in menu planning/food preparation across a wide range of catering operations
- Experience in working at a Conservation site.
- Experience in managing admissions and membership recruitment.

## 3. Managerial and supervisory

### ***Essential:***

- Ability to determine priorities and set tasks
- Confidently able to train, motivate and engage your team (including volunteers)

- Experience in managing the life cycle of a team member to include:-
  - Recruitment
  - Appraisals
  - Performance Management
  - Allocation of resource (permanent/casual staff and volunteers)
  - Submission of information to Payroll function

Your team	Number managed	Number supervised
Permanent Team	6	
Casual Workers	4	
Volunteers		

## 4. Responsibility

### **Essential:**

- Experience of adhering to legislation eg:-
  - Data Protection
  - FSMS
  - Health and Safety
  - Sale of Offensive Weapons
- Proven ability in managing Customer Feedback

### **Levels of responsibility:**

Your responsibilities	Level (£'s)
Expenditure (exc. payroll)	£ 71,500
Cash Handling	£ 408,500 (sales on site)
Achievement of sales targets	
Membership	£ TBC
Retail	£ TBC
Catering	£ TBC
Assets (required for job, exc. buildings)	-
Visitors (per annum)	30000

## **5. Creative Ability**

### ***Essential:***

- Ability to plan for and adapt to seasonal trade/campaigns and promotions
- Proven experience in problem solving
- Ability to recommend and source relevant products to enhance the offer within the trading departments

### ***Desirable:***

- Ability to think outside of the 'pond' and committed to going the extra mile

## **6. Contact**

### ***Essential:***

- Regular and routine contact with other departments and visitors
- Contact with external suppliers, ensuring standards are delivered by suppliers and contractors
- Working positively with HQ Commercial, HQ Catering, HQ Retail and HQ Finance on a regular basis