Job Description

Trading Supervisor

Grade: 5

Directorate: Operations

Location: WWT Llanelli Wetland Centre

Reporting to: Trading Manager

What we need you to do:

Support the Trading Manager in delivering a welcoming, efficient and commercially successful operation across admissions, retail and catering, ensuring excellent visitor experiences, maximising income and controlling costs to support WWT's conservation objectives. Provide day-to-day supervision of the trading team and oversee operations in the Trading Manager's absence.

WWT Llanelli operates a seasonal opening model comprising 28 weeks of peak season (seven days), 11 weeks of shoulder season (five days) and 13 weeks of low season (three days), with additional opening during designated school holidays and Christmas. The role operates on an annualised hours basis, with working patterns varying according to seasonal demand and operational requirements. Weekend, bank holiday and school holiday working will be required, alongside occasional duties on days when the Centre is closed to visitors. Rotas and working hours will be managed in accordance with WWT policies and contractual arrangement.

We shape unforgettable experiences

- Shape the visitor experience by generating a warm and welcoming trading environment which is inspirational, vibrant and represents the WWT brand.
- Provide and present WWT's retail and catering product ranges to a consistently high standard, identifying and responding to changing visitor requirements and feedback.
- Ensure that all our visitors experience high standards of customer care and enjoy a positive experience within the trading environment.

We are resourceful pioneers

- Work with your Manager to develop and maintain techniques to pro-actively promote and maximise sales opportunities, adapting to seasonal changes and changes in visitor buying behaviours.
- To optimize opportunities for you and the trading team to increase the sale of memberships and adoptions within your Centre

- Assist your Manager to optimise financial performance by reviewing KPI's taking the appropriate action assist in increasing profit, reducing waste and deploying resources effectively, to include helping members of the trading team to deliver WWT membership targets and a warm and welcoming admissions desk.

We work together for a positive future

- Implement the appropriate standards, procedures and best practice as expected from WWT.
- Help to maximise every team member's contribution to ensure delivery of personal, department and Trust objectives by giving the appropriate levels of direction and support through training, team meetings and individual discussions.
- Ensure opportunities to improve your own customer service and selling skills and those of the trading team are maximized
- Encourage all team members to engage with WWT's internal communication channels keeping themselves 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.
- Lead, coach and engage team members to adapt to continuous change and the implementation of new initiatives.

We do conservation

- Ensure you and the team members 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 all your team members are aware of key lines associated with WWT conservation stories and that they understand WWT's purpose in order to promote WWT and its products.
- Help reduce waste by accurately managing stock in line with WWT systems and procedures, ensuring that all waste is disposed of responsibly in line with WWT recycling policies.

In addition:

- Operate and in the Trading Managers absence manage admissions, retail and catering areas that fully adhere to and comply with all legislative standards, in particular Industry Food Hygiene standards.
- Ensure compliance with financial controls and procedures across all Trading operations
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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 created: Nov 2026 **Date amended:**

Person specification

1. Qualifications

Desirable:

- Food Hygiene Level 3 or above
- Recognised Health and Safety Qualification
- Supervisory Training Qualification

2. Experience

Essential:

- Experience in a relevant trading/commercial environment
- Experience of team supervision, training and development
- Proven track record in delivering or exceeding departmental targets
- Experience in delivering exceptional standards in Customer Care

Desirable:

- Experience in managing admissions and membership recruitment
- Experience in menu planning/food preparation across a wide range of catering operations
- Previous experience of Safety Management Systems

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 supervising team members to include:-
    - Recruitment
    - Performance Management
    - Allocation of resource (permanent/casual staff and volunteers)
    - Submission of information to Payroll function

Your team	Number managed	Number supervised
Permanent Team		3
Casual Workers		3
Volunteers		4

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)	N/A
Cash Handling	£197,000 (sales on site)
Achievement of sales targets Membership Retail Catering	 £ TBC £ TBC £ TBC
Assets (required for job, exc. buildings)	-
Visitors (per annum)	-

5. Creative Ability

Essential:

- Ability to plan for and adapt to seasonal trade/campaigns and promotions
- Proven experience in problem solving
- Willingness to recommend and help 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
- Working positively with HQ Commercial, HQ Catering, HQ Retail and HQ Finance on an adhoc
- basis