



Job Description

Engagement Officer

Grade: 5

Directorate: Operations

Location: WWT Caerlaverock

Reporting to: Operations and Facilities Supervisor

Main function of post: To work with a team of volunteers to deliver an admissions facility at site and to provide interesting and creative interpretation across site. To lead on the creation and implementation of content across social media and digital platforms, whilst working with HQ Communications teams to ensure that Caerlaverock has a media presence.

Supervisory responsibilities: Supervision of volunteers

Responsibilities of the post

1. To contribute to creating a coherent and interesting visitor experience at WWT Caerlaverock.
2. To support the running of an admissions point at Caerlaverock, facilitating purchase of tickets and member access to site. This will include manning the ticket point and supporting the coordination of volunteers to support admissions.
3. Plan and create content and messaging for the Caerlaverock social media channels and other outputs.
4. Oversee the content of the WWT Caerlaverock webpages and ensure they are up to date and have regular new content
5. Work with the central WWT Communications team on press releases and internal communications concerning updates and news at Caerlaverock.
6. Evaluate social media outputs to assess engagement reach and effectiveness.

7. Occasionally organise and lead face-to-face interpretation events that connect people with the nature of Caerlaverock. This includes being part of the team that gives swan talks during the winter months
8. Plan, organise and implement interpretation boards across the site and in hides to improve the visitor experience and help to deliver WWT strategic objectives.
9. As part of the WWT Caerlaverock team, work alongside volunteers encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience.
10. As part of the role duty manager responsibilities will be required on occasions.
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 ensure that in the course of your work you adhere to the WWT Data Protection policy and standards.

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: December 2025

Amended:

Person specification

1. Qualifications

Essential:

- Educated to A level standard as a minimum (or equivalent).

2. Experience

Essential:

- Excellent written and verbal communications, with experience of writing content for various audiences.
- Demonstrable experience of online marketing including social media.
- Good working knowledge of Microsoft Office, Excel, PowerPoint and Outlook.

Desirable:

- Experience of working for a conservation charity.
- Experience of working with volunteers

3. Managerial and supervisory

Essential:

- The ability to work with a wide range of internal and external people.
- Provide support to Centre Manager and the Operations and Facilities Supervisor in supervision, training and support of a small volunteer group.

Desirable:

- Experience of managing budgets and revenue.
- Experience of supervising people would be advantageous, as the successful candidate will be responsible for admissions volunteers, as well as photography and content volunteers.

Your team	Number managed	Number supervised
Permanent team	0	0
Casual workers	0	0
Volunteers	0	Up to 15 on occasion

4. Responsibility

Essential:

- Ability to work independently under own initiative and as part of a team to deliver a social media and outline comms plan.
- To deliver relevant and vibrant digital output for the Centre to include Facebook, Twitter and Instagram to maximise coverage for WWT.
- Self-starter, with a positive 'can-do' and flexible attitude and used to multi-tasking, balancing deadlines and workloads.
- Ability to sensitively handle confidential information.
- Excellent time management.

Levels of financial responsibility:

Your responsibilities	(Level (£'s))
Expenditure (exc. Payroll)	£0
Cash handling	£0
Assets (required for job, exc, buildings)	£500
Visitors (per annum)	Up to 8,000 annual visitors to the centre

5. Creative ability

Essential:

- This post requires a high level of creativity in delivering innovative content across social media and web pages.
- Ability to respond on digital platforms to sensitive and complex issues with support from the central media and communications team
- Clear and logical thinker.

- Strong attention to detail.

6. Contact

Essential:

- Excellent verbal, written and interpersonal communication with staff, volunteers and members of the public.
- Ability to work in a professional, friendly and diplomatic manner with a wide range of people.
- Experience of dealing directly with the visitors/public on a face-to-face basis

General notes:

A general interest in wildlife would be advantageous for this role.

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