



## Job Description

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### Engagement Placement

**Grade:** Grade 3

**Directorate:** Operations

**Location:** WWT Caerlaverock

**Reporting to:** Engagement Officer

**Main function of post:** To provide an excellent visitor experience by creating, developing and managing inspirational and vibrant engagement opportunities on site and off site for all ages.

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### Responsibilities of the post

1. To contribute to creating a coherent and interesting visitor experience at WWT Caerlaverock.
2. Assist in planning and creating content and messaging for the Caerlaverock social media channels and other outputs.
3. Support the evaluation of social media outputs to assess engagement reach and effectiveness.
4. To assist with the delivery of face-to-face interpretation events that connect people with the nature of Caerlaverock. This includes regularly giving the daily swan talk during the winter months.
5. Produce press releases (under the supervision of the Engagement Officer) that promote activities at WWT Caerlaverock and assist with liaison with the media interest that results.
6. 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.
7. Undertake a project that helps to promote WWT Caerlaverock and engages people with nature.
8. 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.
9. To ensure that in the course of your work you adhere to the WWT Data Protection policy and standards.

10. 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:** 19<sup>th</sup> September 2024

**Amended:**

# Person specification

## 1. Qualifications

### Essential:

- Educated to GCSE standard (or equivalent) to include English.

## 2. Experience

### Essential:

- Excellent written and verbal communications, with some experience of writing content for different audiences.
- Experience of organising and marketing events.
- Demonstrable knowledge of online marketing including social media.
- Working knowledge of Microsoft Office, Excel, PowerPoint and Outlook.

### Desirable:

- Experience of working with, or supervising volunteers
- Experience of working for a conservation charity.

## 3. Responsibility

### Essential:

- Ability to work under own initiative and as part of a team.
- 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 able to work to deadlines and manage workload
- 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, exe, buildings)	£500
Visitors (per annum)	9,000 annual visitors to the centre

## 4. Creative Ability

### Essential:

- This post requires a creativity in assisting in delivering a communication and marketing plan that draws more people to Caerlaverock.
- Clear and logical thinker.
- Strong attention to detail.

## 5. 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

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## General Notes

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