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# Job Description

Marketing Officer

**Grade:** 7

**Hours per week:** 37.5 hours, Monday to Friday, with some weekend working required (approximately 1 in every 4 as part of the Duty Management Rota)

**Directorate:** Operations

**Location:** WWT London Wetland Centre

**Reporting to:** Experience and Engagement Manager

**Main function of post:** To help drive visitation to London Wetland Centre, brand awareness and engagement across social media platforms. This role will focus on creating engaging content, delivering PR, and collaborating with internal teams to deliver agreed marketing and communications activities, working within WWT brand guidelines. The ideal candidate will have a passion for digital marketing, excellent communication skills, and a keen eye for detail.

**Supervisory responsibilities:** Marketing volunteer (currently 1)

## Responsibilities of the post

1. Work closely with the Senior Visitor Marketing Manager to create multi-channel marketing campaigns that drive visitation to London Wetland Centre and enhance WWT brand awareness. Assist in updating the centre’s annual marketing plan to ensure alignment with overall goals.
2. Create and deliver the centre’s PR activities, maximising local and regional media opportunities by developing excellent media contacts, creating engaging copy for editorial coverage, and supervising media site visits. Use media monitoring and distribution software.
3. Manage all social media channels and create engaging content to, drive visitation, promote events, and engage visitors with our conservation work. Monitor social media metrics to assess campaign performance, adjust strategies for better results, and engage with the community by responding to comments and messages promptly.
4. Oversee the development and maintenance of the London Wetland Centre pages of the WWT website and intranet. Maximise the presence on third party websites and monitor web referral traffic.
5. Brief and manage the creation of promotional materials, including posters, leaflets, and banners, both on-site and off-site, ensuring they align with brand guidelines.
6. Support and develop marketing relationships with local stakeholders.
7. Assist with the distribution of supporter newsletters and "What's On" leaflets, while researching and managing external listings and advertising opportunities, including building contacts within target audience groups.
8. Assist with award applications to increase brand recognition of London Wetland Centre.
9. Support duty management / site controller duties as needed.
10. Work 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.
11. Engage with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.

In addition to the duties and responsibilities listed, the postholder may be required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

**Date raised: March 2025** **Amended: April 2025**

## Person Specification

### 1. Qualifications

#### Essential:

* Educated to degree level or equivalent experience ideally in a business or marketing related discipline

### 2. Experience

#### Essential:

* Experience of working in a marketing, business or communications role
* Experience of delivering a marketing and communications plan, including paid advertising
* Experience of digital marketing and social media management (Instagram, Facebook etc.)
* Experience of undertaking media interviews and acting as a spokesperson
* Experience of working in a visitor attraction
* Experience of inspiring a team or leading a workshop
* Meticulous attention to detail and high levels of accuracy
* Experience within CRM databases and reporting tools
* Proficient in Microsoft Office, Excel, and Outlook

#### Desirable:

* Experience of working in a charity
* Experience of using media monitoring software e.g. Vuelio

### 3. Managerial & Supervisory

#### Essential

* Ability to oversee the work external agencies e.g. printers

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| --- | --- | --- |
| **Type of staff** | **Number managed** | **Number supervised** |
| Permanent Staff | 0 | 0 |
| Volunteers / Casual Workers | 1 | 1 |

### 4. Responsibility

#### Essential:

* Independently organise and manage tasks and conflicting priorities, to meet agreed targets, to time and budget

#### Levels of Responsibility:

|  |  |
| --- | --- |
| **Type of Responsibility** | **Level (£’s)** |
| Expenditure (exc. Payroll)  | 100,000 |
| Visitation  | 135,622 |

### 5. Creative Ability

#### Essential:

* Excellent written and verbal communications, with experience of writing content for different audiences, aligned with the brand
* Creative thinker with an eye for the latest trends, and the ability to innovate
* Excellent planning skills, effective prioritization, balancing deadlines and workloads

#### Desirable:

* Knowledge of audience segmentation models.

### 6. Contact

#### Essential:

* Strong teamwork abilities and the capability to build and maintain effective working relationships
* Confident and effective communication skills, both written and verbal
* Experience in briefing and managing projects with external agencies / suppliers e.g. printers

## General Notes

This position will from time to time require work during some evenings, early mornings, weekends and public holidays to meet the needs of the post.