



## Job Description

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### Senior Visitor Marketing Manager

**Grade:** 10

**Directorate:** Fundraising, Marketing & Communications

**Location:** Flexible

**Reporting to:** Head of Supporter Engagement

**Main function of post:** To lead on the development and delivery of the visitor marketing strategy, developing the 3-year plan to increase first-time visitors to WWT Sites. This is a business imperative and is a core part of WWT's income generation strategy.

This is a senior leadership role and will require close working with other leaders across the FMC and Operation's directorates to ensure that visitor marketing is considered in the wider context of the supporter journey, supporting membership acquisition and fundraising. As we develop our digital systems and e-commerce capabilities the postholder will need to be able to brief in visitor marketing needs to this change programme.

**Supervisory responsibilities:** Line manage central visitor marketing team and provide strategic support to those involved in visitor marketing across WWT.

**Key relationships:** Brand and Marketing team, Supporter Engagement team, Experience and Engagement team, Site Managers and Site Marketing Managers and Head of Digital and Data.

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### Responsibilities of the post

1. Work with relevant stakeholders to develop and deliver WWT's national visitor marketing and campaigns strategy, in line with the brand and WWT's onsite programming, to support delivery of agreed visitor targets and performance metrics.
2. Work with FMC and Operations SLT to develop, and then take responsibility for, the first-time visitor target for WWT.
3. Represent visitor marketing in the development of the national on-site visitor engagement plans and programming.
4. Manage the central national visitor marketing budget and guide the development of local marketing plans and budgets at WWT sites, monitoring delivery to ensure success.

5. Provide market insight and expertise and advise on sector trends and innovation to maximise the volume and value of visitors to WWT sites.
6. Provide professional guidance on visitor marketing across WWT with a particular consideration to the onward visitor journey and long-term supporter engagement.
7. Work with Head of Supporter Engagement and colleagues in Operations to develop admission pricing, that links to membership price decisions to maximise both income streams.
8. Brief colleagues on the needs of visitor marketing in the transformation of digital systems, processes and e-commerce developments.
9. Recruit and manage third party agencies to support visitor marketing.
10. Lead on monitoring, analysing and evaluating visitor performance nationally and locally, ensuring all visitor marketing is supporting the WWT brand.
11. Build and maintain effective working relationships with colleagues across the organisation and provide professional leadership, coaching and support to marketing teams at WWT sites.
12. Ensure that approaches to visitor marketing are inclusive – in imagery, words and in where and how WWT promote the WWT site experience.
13. Ensure in the course of your work you remain up to date with, and adhere to the Advertising Codes, Code of Fundraising Practice and GDPR, ensuring all marketing activities are compliant.
14. Ensure the health, safety and wellbeing of everyone in your team is an integral part of how they work, creating a safe environment for staff, volunteers and visitors by implementing WWT's health and safety policies and guidelines.
15. Be responsible for ensuring that your team engage with the WWT Sustainability Statement being aware of negative environmental impacts and incorporating sustainable ways of working within your team.

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:** April 2017

**Amended:** November 2024

# Person Specification

## 1. Qualifications

### **Essential:**

- Educated to degree level (or qualifications/experience of same level/standard) in a relevant subject area
- Current driving licence as the ability to travel to other locations is essential

## 2. Experience

### **Essential:**

- Significant experience of successfully marketing a visitor attraction or similar organisation – able to demonstrate successful ROI
- A particular focus on first time visitation – understanding market segmentation and reaching new audiences
- Experience in delivering visitor marketing in a multi-site organisation or a partnership of organisations
- Significant experience of developing successful multi-channel marketing strategy and plans to deliver measurable outputs and outcomes
- Experience of briefing in visitor marketing needs to digital teams and informing the development of digital visitor journeys
- Experience of using a broad range of marketing and communications channels including digital marketing and media relations to deliver objectives
- Significant experience of using monitoring and evaluation techniques and data-driven decision-making processes to develop targets and multi-channel marketing campaigns
- Extensive and demonstrable experience of managing marketing projects and budgets
- Experience of combining and coordinating national and local campaigns
- Experience of managing agencies and other external suppliers
- Experience of building effective working relationships with colleagues in a complex, multi-site organization
- Experience of building partnerships and joint initiatives with other organisations to deliver common objectives
- Good knowledge of advertising standards, fundraising regulations, data protection and related regulations.

## 3. Managerial & Supervisory

### **Essential:**

- Ability to determine team priorities, set tasks and appropriately allocate resources
- Confidently able to train, motivate and engage the team and colleagues in other departments (including volunteers)
- Experienced in managing the life cycle of team members to include: recruitment, appraisals, objective setting and performance management
- Knowledge of matrix management and understanding of how to develop effective relationships within that structure across different teams to deliver results
- Highly developed coaching ability and the ability to support colleagues at all levels in developing their marketing skills and understanding.
- Experience of managing change and organisational development in a multi-disciplinary environment.

Type of staff	Number managed	Number supervised
Employed Staff	1	9 (dotted line to Centre Marketing Managers)
Volunteers / Casual Workers	1	0

## 4. Responsibility

### **Essential:**

- Ability to translate organisational strategy into plans to implement and deliver
- Ability to work independently under own initiative at a strategic level and deliver through influencing and managing others
- Experience of managing multiple projects simultaneously and reprioritising to meet changing deadlines
- Ability to multi-task, balancing deadlines and workloads to consistently deliver plans and actions to a high standard
- Ability to advise, support and develop site Marketing Managers.

### **Levels of Responsibility:**

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	Over £200K
Cash Handling	£0
Assets (required for job, exc. buildings)	£0
Visitors (per annum)	1 million (delivered in partnership with the Operations directorate and delivered through WWT sites)

## 5. Creative Ability

### **Essential:**

- High level of original thought required to develop marketing solutions combined with an ability to take a strategic approach
- Ability to think laterally and to adopt a range of external views in order to position WWT effectively
- Ability to manage the complexity of demands posed by both a commercial and conservation environment
- An eye for detail, design and presentation.

## 6. Contact

### **Essential:**

- Ability to build effective working relationships with colleagues across a complex organisation
- Ability to represent the WWT brand to high level to internal and external audiences
- Ability to maximize the input and value delivered through matrix management structures
- Highly developed influencing skills and a track record of using pragmatic, creative solutions to address complex challenges
- Ability to lead and participate in multi-disciplinary team working across multiple sites

- Ability to establish and maintain regular high-level contact with colleagues throughout WWT
  - Professional, friendly, diplomatic and patient approach
  - Ability to build and maintain partnerships with tourism boards and other promotional networks and external organisations
  - Ability to manage external agencies and suppliers to deliver agreed outcomes on time and on budget
  - Good influencing/diplomacy skills and the ability to put forward a strong case
  - Experienced in, and confident of handling, verbal and written communication at all levels
  - Confident networker at external events and ability to build new and lasting contacts.
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## **General Notes**

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