Job Description

# Trading Manager

**Grade:** 8

**Directorate:** Operations

**Location:** WWT Llanelli Wetland Centre

**Reporting to:** Centre Manager

**What we need you to do:**

Lead and develop the admissions, retail and catering operations to deliver a consistently welcoming visitor experience, strong commercial performance and sustainable contribution to WWT conservation. Manage people, budgets, standards and resources across the Centre's seasonal opening model, balancing customer service, financial targets and safe, efficient delivery.

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.

## Key responsibilities

### Compliance and operational accountability

- Ensure food safety management systems, allergen controls, hygiene standards and relevant licensing are maintained.
- Lead safe operations and compliance with health and safety, safeguarding, data protection and applicable retail legislation.
- Maintain sound financial controls, reconciliations, reporting and incident escalation.
- Act as the senior trading lead and support Centre-wide management arrangements as required

## We shape unforgettable experiences

- Lead admissions, retail and catering to create a friendly, inclusive and consistently high-quality visitor experience.
- Set standards for service, presentation, merchandising, food quality, cleanliness and visitor feedback management.
- Adapt the visitor-facing trading offer to changing seasonal demand, including appropriate low-season provision.

## We are resourceful pioneers

- Own delivery of agreed trading budgets and sales targets; analyse income, conversion, spend per head, gross margin, labour costs and waste.
- Develop and implement seasonal commercial plans, promotions, product ranges and opportunities to grow memberships and adoptions.
- Manage ordering, stock control, stocktakes, pricing, suppliers, cash controls and operational efficiency.
- Forecast visitor demand and deploy staffing within annualised-hours allocations and approved labour budgets.
- Lead the development and delivery of venue hire, private functions, corporate bookings, meetings and special events, working with the Centre Manager and relevant departments.
- Develop function packages, pricing, menus, promotional materials and booking processes to grow income while protecting the visitor experience and WWT's conservation objectives.
- Oversee enquiries, quotations, contracts, deposits, invoicing, event budgets and post-event evaluation, in accordance with WWT financial and booking procedures.
- Coordinate catering, room setup, equipment, staffing, accessibility, cleaning and supplier requirements; ensure appropriate risk assessments, food safety, licensing and safeguarding arrangements.
- Plan functions and events within the high-, mid- and low-season model, including suitable use of facilities on visitor-closed days and authorised evening or weekend working; account for all hours within annualised-hours arrangements.

## We work together for a positive future

- Lead, recruit, induct, coach and performance-manage permanent and casual trading colleagues and support volunteers.
- Develop high-, mid- and low-season rotas, monitor annualised hours and annual leave, and ensure accurate payroll information.
- Work collaboratively with the Centre Manager and other departments on events, seasonal transitions and visitor operations.
- Create a positive culture of communication, training, inclusion and continuous improvement.

## We do conservation

- Ensure staff can communicate WWT's purpose, site conservation highlights and the benefits of memberships and adoptions.

- Reduce environmental impact through responsible purchasing, stock management, waste reduction and recycling.

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**Date created:** Nov 2026 **Date amended:**

# Person specification

### 1. Qualifications

***Essential:***

- Educated to a minimum of A- Level standard or equivalent experience in trading
- Food Hygiene Level 3 or willingness to train

***Desirable:***

- Food Hygiene Level 4
- Industry recognised Qualification in Catering (HND/City and Guilds)
- Industry recognised Customer Service Qualification
- Management Training Qualification
- Personal License Holder

### 2. Experience

***Essential:***

- Experience in a relevant trading/commercial environment
- Experience of team management, training and development
- Proven track record in delivering or exceeding departmental targets
- Experience of delivering exceptional standards in Customer Care
- Previous experience of a Food Safety Management System (FSMS)

***Desirable:***

- Previous experience in managing budgets and financial controls
- Proven ability in managing cost margins and overheads
- Experience in menu planning/food preparation across a wide range of catering operations
- Experience in working at a Conservation site.
- Experience in managing admissions and membership recruitment.

### 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 managing the life cycle of a team member to include:-
    - Recruitment
    - Appraisals
    - Performance Management
    - Allocation of resource (permanent/casual staff and volunteers)
    - Submission of information to Payroll function

| Your team | Number managed | Number supervised |
|---|---|---|
| Permanent Team | 4 | |
| Casual Workers | 4 | |
| 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) | £ 94,000 |
| Cash Handling | £ |
| Achievement of sales targets<br>Membership<br>Retail<br>Catering | <br>£ TBC<br>£ TBC<br>£ TBC |
| Assets (required for job, exc. buildings) | - |
| Visitors (per annum) | 56000 |

### 5. Creative Ability

***Essential:***

- Ability to plan for and adapt to seasonal trade/campaigns and promotions
- Proven experience in problem solving
- Ability to recommend and 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, ensuring standards are delivered by suppliers and contractors
- Working positively with HQ Commercial, HQ Catering, HQ Retail and HQ Finance on a regular