



Visitor Experience Officer

Grade: 6

Directorate: Operations

Location: WWT Slimbridge

Reporting to: Visitor Experience Manager

Main function of post: Develop and deliver unique engagement opportunities, as well as supervise and coordinate a large team of engagement volunteers to deliver talks and activities, to provide and promote amazing experiences that inspire support for wetland conservation and create deeper connections with our visitors and members. Work with the Visitor Experience Manager to deliver learning opportunities to a wide range of audiences.

Supervisory responsibilities: Engagement Volunteers

Responsibilities of the post

1. Work with the Visitor Experience Manager to deliver site engagement using a variety of engagement techniques to enthrall our visitors throughout their whole experience.
2. Supervise & coordinate a large team of engagement volunteers to deliver immersive experiences across the site including at Mission Possible, Arctic Adventure, the Living Wetland Theatre and Waterscapes Aviary.
3. Work with the Visitor Experience Manager to develop and deliver a range of engaging talks, tours, science shows, and interactive activities. Deliver and empower teams to deliver these activities in a way that entertains, educates, engages and excites visitors about wetland conservation.
4. Facilitate engaging experiences for visitors at the Scott House Museum by creating interactive and informative activities. Coordinate a team of museum volunteers to ensure high-quality guest engagement that fosters curiosity and a deeper understanding of the museum's significance.

5. Support the Visitor Experience Manager in the conservation of the archives and collection in Scott House Museum.
6. Work with the Visitor Experience Manager to program and undertake administrative work regarding workshops led by local artists, aimed at adult audiences. Develop and deliver art and craft activities for diverse groups, with particular attention to engaging children in creative, hands-on learning experiences.
7. Ensure internal communications about visitor engagement talks, tours and activities are timely and accurate.
8. Enable staff and volunteers to deliver outstanding guest engagement across three levels of provision.
 - One-to-one Conversations
 - Group Engagements
 - Talks and Tours
9. To interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.
10. Work with the Visitor Experience Manager and the Marketing, Communications & Sales Manager to deliver on site seasonal events.
11. Support the Learning Manager in delivering learning sessions to school parties, uniform group and home educators.
12. Assist in implementing the appropriate standards, procedures and best practice as defined by the General Manager.
13. Provide induction, training and ongoing support and development to engagement volunteers.
14. Help monitor, maintain, repair and source replacements for interactive onsite interpretation.
15. 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. Ensuring the health, safety and welfare of all visitors to the centre by:
 - reviewing risk assessments for all walks, talks and activities.
 - following published guidelines for the health, safety and welfare of groups in accordance with WWT's child safety policy.
16. Ensure WWT's environmental and conservation education principles and guidelines are met and delivered to the highest standards.

17. Ensure you are aware of and have an understanding of the centre's key features and conservation highlights and share such information with visitors where and when appropriate.
18. Ensure you are engaged with WWT's internal communication channels keeping yourself informed and up to date with the progress that WWT is making and the work that we undertake to save wetlands for wildlife and people.
19. To work alongside volunteers encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience.
20. To be responsible for engaging 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 post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time. This post will also form part of the duty first aid rota as required (first aid training will be provided).

Date raised: February 2025

Person Specification

1. Qualifications

Essential:

- Educated to A Level or equivalent level in a relevant subject e.g. Events Management, Education, Communications or Tourism.
- Full driving license.

2. Experience

Essential:

- Experience in public engagement preferably working within visitor attraction/entertainment, arts or hospitality.
- Excellent standards in customer service.
- Excellent presentation or comparing skills.
- Experience of working with large groups of children and adults.
- Office or administrative experience; working knowledge of Microsoft Office, Excel, PowerPoint and Outlook

Desirable:

- Experience in visitor engagement for a visitor attraction.
- Experience of running events in a fast paced, high volume, high quality operation/visitor attraction.

3. Managerial & Supervisory

Essential:

- Experience of managing volunteers as part of a team

Type of team member	Number managed (No. of direct reports)	Number supervised
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Employed staff	0	0
Volunteers	0	50
Casual Workers	0	Up to 4

4. Responsibility

Essential:

- Ability to confidently develop and deliver an engagement programme at WWT Slimbridge.
- Budget planning and financial skills.
- Ability to sensitively handle confidential information and small amounts of cash.
- Excellent time management.
- Ability to prioritise workload to ensure longer term projects are completed as well as daily duties

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Budget Responsibility	£0
Income	£0
Project Size (normally managed)	
Assets (required for job, exc. buildings)	£1000
Visitors (number per annum)	300,000

5. Creative Ability

Essential:

- Ability to originate ideas through creative thought, through to the development and delivery of events

6. Contact

Essential:

- Regular and routine contact with other departments, volunteers, visitors and external organisations.

Excellent verbal, written and interpersonal.

Desirable:

- To represent WWT at external outreach sessions or events.
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General Notes

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