

Marketing Assistant

Grade: 6

Directorate: Operations

Location: WWT Slimbridge Wetland Centre

Reporting to: Marketing Officer

What we need you to do: Support the Marketing Officer in delivering marketing and PR activities to position WWT Slimbridge Wetland Centre as a leading wildlife visitor attraction, maximising visitation to the centre.

Responsibilities of the post

1. Support the Marketing Officer in delivering the annual centre marketing plan, in conjunction with WWT's visitor marketing strategy, to increase awareness of the WWT Slimbridge Wetland Centre as a leading environmental visitor attraction.
2. Assisting the Visitor Experience Manager & Marketing Officer to produce a calendar of public events to attract and engage visitors.
3. Support with the creation and delivery of the centre PR activities with engaging content.
4. Support with the digital ticketing platform which holds Slimbridge's bookable events
5. Support with WWT Slimbridge social media channels to create engaging content to promote events, drive visitation and engages visitors with our conservation work
6. Support with the maintenance of the Slimbridge Wetland Centre pages of the WWT website and intranet, and third party websites, to ensure excellent promotion of the visitor experience, using inspirational imagery and content.
7. Support internal promotion at the centre for upcoming campaigns, news, appeals and events.
8. Deliver the centres accommodation marketing strategy to maximise sales for Bewick's Lodge and Warblers Meadow
9. To support and develop marketing relationships with key local stakeholders and to represent Slimbridge Wetland Centre at external meetings and events when required
10. Ensure that all visitors engaging in activities experience high standards of customer care and enjoy a positive experience of wetlands and WWT Slimbridge, including dealing with customer communications.
11. Ensure you are aware of and have a basic understanding of the centre's key features and conservation highlights and share such information with visitors where and when appropriate

12. 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.
13. Engage with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.
14. Assist in implementing the appropriate standards, procedures and best practice as defined by the General Manager
15. 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.
16. Form part of the duty first aid rota as required (first aid training provided)

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.

Date Created: February 2017

Date Updated: August 2025

Person Specification

1. Qualifications

Essential:

- Educated to an A level standard or equivalent qualification in a relevant subject e.g. Marketing / Communications / Tourism

Desirable:

- Full driving licence
- Photography / Videography skills
- Social Media account management / Content creation

2. Experience

Essential:

- Experience of working in a marketing role, delivering a marketing and communications plan including paid advertising.
- Experience of working with content management systems and/or digital ticketing platforms
- Experience of marketing events
- Excellent written and verbal communications, with experience of writing content for various audiences
- Demonstrable experience of online marketing including social media
- Excellent standards in customer service
- Extensive working knowledge of Microsoft Office, Excel, PowerPoint and Outlook

Desirable:

- Experience of working in a visitor attraction.

3. Managerial and supervisory

Essential:

- The ability to work with a wide range of internal and external people at various levels

Desirable:

- Experience of managing budgets and revenue

- Experience of working with volunteers would be advantageous, as the successful candidate will support photography and content volunteers

Your team	Number managed	Number supervised
Permanent team	0	0
Casual workers	0	0
Volunteers	0	Up to 10

4. Responsibility

Essential:

- Ability to work independently under own initiative and as part of a team to deliver an events programme and marketing plan
- To deliver relevant and vibrant digital output for WWT Slimbridge web and social channels
- Self-starter, with a positive 'can-do' and flexible attitude and used to multi-tasking, balancing deadlines and workloads
- 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, exc, buildings)	£500
Visitors (per annum)	260,000 annual visitors to the centre

5. Creative ability

Essential:

- Ability to differentiate between audiences and target marketing activity accordingly, with experience of writing press releases and marketing copy
- Ability to respond on digital platforms to sensitive and complex issues
- Clear and logical thinker
- Strong attention to detail

6. Contact

Essential:

- Regular and routine contact with other departments, volunteers, visitors and external organisations
- Excellent verbal, written and interpersonal communication
- Ability to represent WWT at meetings and events with other organisations
- Ability to work in a professional, friendly and diplomatic manner with a wide range of people

Desirable:

- Experience of dealing directly with the visitors/public on a face-to-face basis

General Notes

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