



Job Description

Visitor Engagement Assistant

Grade: 4

Directorate: Operations

Location: WWT London Wetland Centre

Reporting to: Visitor Engagement Manager

Main function of post: You will welcome visitors and provide a visible and approachable staff presence at the London Wetland Centre, taking a pro-active approach to visitor engagement opportunities. In addition to leading walks, talks, tours and activities yourself, you will provide day to day support to Visitor Engagement Volunteers and wider support across the London Wetland Centre operation.

Supervisory responsibilities: To assist with the supervision of the Visitor Engagement volunteers on a day-to-day basis where necessary.

Main duties of the post

The Visitor Engagement Assistant is responsible for ensuring a high standard of experience is delivered on site for visitors. They will work closely with the Visitor Engagement Manager and volunteers to ensure the daily offer at weekends delights and enthuses visitors about our cause through storytelling, presenting, activities and interactive experiences.

- To lead walks, talks, tours and activities at the London Wetland Centre, imparting knowledge with factual accuracy and enthusiasm, recognising the needs and abilities of different audiences. This may include activities such as pond dipping, enrichment building and running touch tables.
- To support the Visitor Engagement Manager with the daily leadership of Engagement volunteers. This includes acting as the daily point of contact for the team and assisting with rotas and allocation of duties where necessary.

- You will assist with the daily operation and visual presentation of the site ensuring that the visitor experience is maximised, tasks may include cleaning interpretation, tidying visitor areas and general grounds cleanliness.
- To champion ongoing development of standards of customer care across the site, providing a visible, pro-active and approachable staff presence at the Centre.
- Manage and maintain resources and props for all engagement activities.
- To assist with the completion and collation of visitor surveys and monitor visitor participation in our daily talks schedule.
- To act as a First Aider and Fire Marshall where necessary.
- 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.

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 manager shown above, from time to time.

Date raised: Feb 2017

Amended: March 2025

Person Specification

1. Qualifications

Essential:

- Educated to at least A-level standard.

Desirable:

- Qualifications reflecting interest in nature and its conservation, possibly at degree level
- Short-courses in practical elements of countryside and outdoor management
- First aid qualification

2. Experience

Essential:

- Previous experience in a visitor attraction or public space delivering talks, presentations, or activities to a range of audiences from all ages and abilities.
- Experience interpreting conservation/science or other topics to different audiences in engaging and inspiring ways.
- Experience of supporting the delivery of events and public activities.

Desirable:

- Experience of working in a busy visitor attraction in a customer facing role
- Experience of leading walks, talks, or tours
- Experience of working with volunteers

3. Managerial & Supervisory

Essential:

- Ability to keep accurate records, using paper and computer systems
- Ability to learn, retain and relay information in the form of briefing notes, talks and presentations
- A good eye for detail, particularly concerning site presentation and interpretation
- Support the Engagement Manager with day-to-day supervision of volunteers.

Type of staff	Number managed	Number supervised
Employed Staff	0	0
Volunteers / Casual Workers	0	10
Contractors	0	0

4. Responsibility

Essential:

- Ability to sensitively handle confidential information.

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£0
Cash Handling	£0
Assets (required for job, exc. buildings)	£0
Visitors (per annum)	180,000 visitors

5. Creative Ability

Essential:

- Knowledge of wildlife and conservation, particularly British species
- Ability to communicate in all formats in an engaging, inspirational and informative style
- Ability to contribute creative ideas to visitor programming, including events and interpretation initiatives
- Ability to work outside in a physical role in all weathers
- A team player with a strong understanding of the impact of their behaviour on others
- Ability to understand and work within operational parameters and adhere to health and safety policies

6. Contact

Essential:

- Contact with other departments and public on routine matters

Desirable:

- To represent WWT at external events from time to time
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