

### Marketing Manager

**Grade:** 8

**Directorate:** Operations

**Location:** WWT Washington Wetland Centre

**Reporting to:** Centre Manager

**Main function of post:** To drive visitor growth at Washington Wetland Centre by delivering both year-round and event-specific marketing campaigns across a range of channels. This role is responsible for creating engaging content, coordinating programming and engagement design and delivery, executing effective PR, and collaborating with internal teams to deliver impactful agreed marketing and communications activities, working within WWT brand guidelines. The ideal candidate will have a passion for B2C and digital marketing, excellent communication skills, and a keen eye for detail.

**Supervisory responsibilities:** Marketing and photography volunteers

### Responsibilities of the post

1. Work closely with the Centre Manager & WWT Senior Visitor Marketing Manager to create and deliver multi-channel marketing campaigns that drive visitation to Washington Wetland Centre and enhance WWT brand awareness. Create and update the centre's annual marketing plan to ensure alignment with overall goals.
2. Create and deliver the centre's PR activities, maximising local and regional media opportunities by developing excellent media contacts, creating engaging copy for editorial coverage, and supervising media site visits. Use media monitoring and distribution software.
3. Work with the Senior Visitor Marketing Manager and Centre Manager, agree and manage the centre's marketing budget to maximise income and support the financial position.
4. Lead the site team in development and delivery of engagement programming to maximise visitation and the visitor experience.
5. Manage all centre social media channels/app and create compelling organic content to drive visitation, promote events, and engage visitors with our conservation work. Monitor centre's social media metrics to assess campaign performance, adjust strategies for better results, and

engage with the community by responding to comments and messages promptly.

6. Oversee the development and maintenance of the Washington Wetland Centre pages of the WWT website and intranet. Oversee the digital ticketing platform for the centre's bookable events, and the external provider of the centre's app. Maximise the presence on third party websites and monitor web referral traffic.
7. Brief and manage the creation of promotional materials, including posters, leaflets, and banners, both on-site and off-site, ensuring they align with brand guidelines.
8. Support and develop marketing relationships with local stakeholders.
9. Assist with the distribution of the centre's supporter newsletters, while researching and managing external listings and advertising opportunities, including building contacts within target audience groups.
10. Assist with award applications to increase brand recognition of Washington Wetland Centre.
11. Act as duty manager on a rota basis and, as part of the site Heads of Department leadership team, support the site team in delivering an exceptional visitor experience, maintaining safety and resolving operational challenges.
12. To provide leadership to all volunteers within the department enabling every team member's contribution to be maximised by ensuring that the appropriate levels of direction and support are provided through professional line management in line with WWT's people frameworks.
13. To ensure the health, safety and wellbeing of everyone in your department and site, as part of the site leadership 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.
14. To be responsible for ensuring that your department engage with the WWT Sustainability Statement being aware of negative environmental impacts and incorporating sustainable ways of working within your team.
15. To ensure that your department engage and interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.
16. To ensure that everyone in your department adheres to WWT's Data Protection policy and GDPR standards as an integral part of how they 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 supervisor shown above, from time to time.

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**Date raised:**

**Amended: 08/01/26**

# Person Specification

## 1. Qualifications

### ***Essential:***

- Educated to degree level or equivalent experience ideally in a business or marketing related discipline

## 2. Experience

### ***Essential:***

- Extensive experience of working in a marketing, business or communications role, in a B2C consumer-facing organisation
- Experience of developing and delivering a marketing and communications plan, including paid advertising
- Experience of digital marketing and social media management (Instagram, Facebook etc.)
- Experience of undertaking media interviews and acting as a spokesperson
- Experience of working in a visitor attraction
- Experience of inspiring a team or leading a workshop
- Meticulous attention to detail and high levels of accuracy
- Experience within CRM databases and reporting tools
- Proficient in Microsoft Office, Excel, and Outlook

Experience of budget planning, monitoring or management

### ***Desirable:***

- Experience of working in a charity
- Experience of using media monitoring software e.g. Vuelio

## 3. Managerial & Supervisory

### ***Essential:***

- Ability to manage marketing volunteers
- Ability to oversee the work of external agencies e.g. printers
- Ability to lead others with confidence and clarity as part of the site leadership team

Type of team member	Number managed	Number supervised
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	(No. of direct reports)	
Employed staff	0	0
Volunteers	3	0
Casual Workers	0	0

## 4. Responsibility

### ***Essential:***

- Independently organise and manage tasks and conflicting priorities, to meet agreed targets, to time and budget

### ***Levels of Responsibility:***

Type of Responsibility	Level (£'s)
Budget Responsibility	£62,000
Income	£465,000
Project Size (normally managed)	Small
Assets (required for job, exc. buildings)	£1,000
Visitors (number per annum)	70,000

## 5. Creative Ability

### ***Essential:***

- Excellent written and verbal communications, with experience of writing content for different audiences, aligned with the brand
- Creative thinker with an eye for the latest trends, and the ability to innovate
- Excellent planning skills, effective prioritization, balancing deadlines and workload
- Knowledge of audience segmentation models.

## 6. Contact

### ***Essential:***

- Strong teamwork abilities and the capability to build and maintain effective working relationships
- Confident and effective communication skills, both written and verbal
- Experience in briefing and managing projects with external agencies / suppliers e.g. printers

- Effective organisational skills; capable of prioritising workloads, managing multiple projects and negotiating deadlines

## **General Notes**

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