Job Description

Centre Manager

Grade: 11

Directorate: Operations

Location: WWT Llanelli Wetland Centre

Reporting to: Head of Operations

Main function of post: To lead a multi-functional team to ensure the effective operational management of the WWT Llanelli Wetland Centre in line with the Trust's policies and procedures, to achieve the agreed financial, visitor engagement and conservation objectives for the centre in line with WWT's *Wetlands are the way – 2030* strategy.

Supervisory responsibilities: 7 direct reports: Trading, Marketing & Communications, Learning, Living Collection, Reserve, Project Manager (FTC), Admin.

Responsibilities of the post

1. To ensure the safe operational delivery of this visitor attraction, with appropriate staffing levels, health and safety checks, and overall experience delivered to a consistently high standard.

2. To positively lead, motivate and inspire the centre team to meet performance objectives through clear communications, setting expected standards of work and ensuring all staff and volunteers are engaged in developing the business and driving Llanelli Wetland Centre to further success and recognition.

3. To ensure the Centre is delivering in line with WWT's Wetlands are the way – 2030 strategy, associated annual objectives and key performance indicators, taking necessary corrective action if/when failings are identified.

4. To lead on duty management for the centre, and ensure there is high visibility for all staff, volunteers and visitors. To have exceptional awareness of all activities on site and ensure a professional level is delivered at all times. To lead by example and support any area of the business where resource is limited.

5. To achieve the budgeted bottom line target for the centre; working with the Operations and Trading team to maximise commercial opportunities as well as delivering efficiencies, reporting regularly against management accounts and taking necessary corrective action to deliver the budgeted annual operating result.

6. To be responsible for leading the Centre Business Planning and budgeting process, with the input and support of WWT national leads.

7. To ensure Visitor Experience is at the heart of the business, working with support from National Leads to ensure the centre delivers an outstanding visitor experience and engages visitors in WWT's conservation messages, inspiring them to support WWT and take action for wetland conservation.

8. To ensure there is a rolling site maintenance plan and visitor programme, identifying areas for investment and working with key stakeholders to identify funding for new opportunities.

9. To lead the Centre teams to achieve the highest standards of presentation and maintenance with regards to all aspects of the visitor experience - Living Collections, Reserves, Facilities and Trading operations, and provide solutions where problems are identified or standards fall below those expected.

10. To provide leadership to all staff and volunteers at the centre, 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. To manage and promote volunteering opportunities and other support networks that may help the centre in both general duties and more specifically in the area of visitor engagement. To have clear succession planning in place.

11. To ensure that the health, safety and wellbeing of everyone in your 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.

12. Hold site-level accountability for health & safety, safeguarding, food safety, and licensing compliance (including Zoo Licensing Act requirements where applicable).

13. To ensure the Centre is managed in accordance with the Trusts stated policies, practices and procedures and in accordance with the law at all times. This includes employment law, health and safety, GDPR and data protection.

14. To play an integral role in ensuring effective joint working and two-way communication between the Centre and National Leads/Directorates, allowing for an understanding of the agreed corporate strategies and policies & procedures.

15. To ensure the Centre develops and maintains good relationships with local communities and other points of influence /importance both with regards to the centre and also to WWT's profile and standing.

16. To be responsible for ensuring that the staff and volunteers engage with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your team.

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 amended: November 2026

Person Specification

1. Qualifications

Essential:

- Educated to degree standard or equivalent

Desirable:

- Professional qualification in a relevant area e.g. Business Management, Marketing, Education
- Current driving licence as the ability to travel to other locations is required

2. Experience

Essential:

- Demonstrable and successful operations experience, ideally within a visitor attraction
- Demonstrable leadership skills, able to positively lead, motivate and continually develop teams and individuals, including volunteers
- Demonstrable ability to create a positive work culture in line with an organisation's agreed values and behaviours, work collaboratively at all levels and lead by example
- Demonstrable and successful people management experience in recruitment, training, motivation and performance management
- Demonstrable experience of development and implementation of financial management plans
- Demonstrable understanding of methods of planning work programmes and budget controls
- Demonstrable experience of identifying and developing commercial opportunities
- Experience with managing trading operations specifically catering and retail
- Experience of stakeholder engagement and networking with the public/private sector
- Excellent communication skills with the public including government officials and politicians
- Effective time management and IT skills
- Demonstrable ability to deal with the public

Desirable:

- Evidence of finding innovative solutions to operational problems
- Empathy with our wetland conservation messages
- Basic knowledge of British & Irish wildlife, flora & fauna

3. Managerial & Supervisory

Essential:

- Demonstrable ability to lead and motivate staff and volunteers
- Demonstrable ability to manage the complexity of demands posed by both a commercial and conservation operational environment
- Demonstrable ability to prioritise workloads of self and others

Type of team member	Number managed (No. of direct reports)	Number supervised
Employed staff	7	14
Volunteers	0	45
Casual Workers	0	10

4. Responsibility

Essential:

Ultimate responsibility for:
- all staff and volunteers and their performance
- performance against financial, visitor experience and conservation targets
- the presentation and safety of the site
- the safety of all visitors to site
- the experience and engagement of all visitors

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Budget Responsibility	Total site income & expenditure c. £1.2m each
Project Size (normally managed)	Up to £400.000
Assets (required for job, exc. buildings)	£300,000
Visitors (number per annum)	c. 65,000

5. Creative Ability

Essential:

- Ability to understand the dynamics of the organisation as a whole and influence at all levels
- Ability to see opportunities to further develop the Centre and engagement with the visitors
- An eye for detail and presentation
- Imaginative and resourceful
- Determination to finish the job

6. Contact

Essential:

- This job requires extensive communication and liaison at a local and regional level. Also, with the general public, local authorities, sponsors, volunteers, other WWT functions and the media
- Experience at handling verbal and written communication at these levels is essential

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General Notes

This is a 364-day operation, and involves duty management rotas therefore there will be the need to work some weekends and bank holidays in accordance with business needs.

There will be an occasional need to travel, which may involve overnight stays.