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# Experience and Engagement Manager

**Grade:** 10

**Directorate:** Operations

**Location:** London

**Reporting to:** General Manager

### Main function of post:

- To provide strategic direction and leadership for the delivery of a consistently excellent, inclusive, and accessible end-to-end visitor experience across interpretation, programming, learning, marketing, PR, and social media.
- The post holder will be the site lead on access and inclusion, ensuring that content, programmes, and communications are welcoming, relevant, and responsive to diverse audiences, and that barriers to engagement are actively addressed.
- The role will oversee the development of a clear message hierarchy and on-brand, audience-focused content that supports and enhances the full visitor journey.
- The post holder will lead and support the teams that visitors engage with at all touchpoints, ensuring cohesive, high-quality interactions and supporting the growth of new and more diverse audiences, including through learning programmes for schools.

**Line management responsibilities:** Engagement Manager, Learning Manager, Marketing Officer

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## Responsibilities of the post

- Set and lead the strategy for the visitor experience at WWT London, working closely with the national Experience and Engagement team
- Ensure the WWT brand, values, and vision are consistently and effectively communicated across all visitor touchpoints. Review and enhance site interpretation and wayfinding to improve clarity, coherence, and impact.

- To support the Learning Manager ensuring a consistent and high standard of delivery is maintained. Working alongside the Head of Learning within the HQ team to meet KPIs.
- Identify and deliver visitor experience initiatives that enhance the quality and enjoyment of a day out at WWT London.
- Champion and role model excellence in service culture, embedding WWT service standards and ensuring customer service KPIs are met or exceeded.
- Work with the National Visitor Marketing Team to lead the marketing function, ensuring a compelling and evidence-led offer is communicated to key market segments and visitation targets are achieved. Support and mentor the Marketing Officer in leading the delivery of all social media content, ensuring it is on-brand, engaging, and aligned with WWT's voice and values, while actively growing reach, engagement, and audience awareness through insight-led content planning.
- Support and mentor the Marketing Officer in producing engaging, consistent local press releases, strengthening relationships with local media and community partners, and proactively identifying press and publicity opportunities to raise the profile of WWT London.
- Working with the Engagement Manager develop and deliver an exciting, engaging, and achievable public programme for the site. Including events that drive new visitation with a particular focus on hard-to-reach audiences.
- Identify and implement initiatives that improve accessibility and inclusivity across the visitor experience.
- Analyse visitor data and insights to understand drivers of visitation, making recommendations to grow audiences and increase engagement.
- Set, manage, and monitor budgets for Engagement, Marketing, and Learning, with support from relevant department managers.
- Provide effective leadership to staff and volunteers across the department, maximising individual and team contributions through clear direction, support, and professional line management in line with WWT people frameworks.
- Ensure the health, safety, and wellbeing of staff, volunteers, and visitors are embedded in all ways of working, in line with WWT health and safety policies and procedures.
- Ensure the department actively engages with the WWT Sustainability Statement, minimising environmental impact and embedding sustainable working practices throughout the team.
- In addition to the duties and responsibilities listed the post holder is required to perform any other reasonable duties from time to time.

# Person Specification

## 1. Qualifications

### *Essential:*

- Educated to degree level or equivalent experience

## 2. Experience

### *Essential:*

- Extensive experience in setting and delivering strategic public programmes.
- Proven experience in designing and delivering inclusive experiences and programmes that improve access for underrepresented audiences.
- Strong knowledge and experience of creating and implementing education and/or engagement strategies.
- Proven experience delivering projects that drive a significant step change in the on-site visitor offering or overall experience.
- Experience of working effectively with third-party organisations and external partners.
- Demonstrable experience of leading and line managing teams, including influencing and supporting colleagues who are not direct reports.
- Experience of designing and delivering multi-platform events and engagement approaches across a range of channels.
- Experience in visitor experience design, or a closely related discipline.
- Demonstrable experience working within the visitor attraction, cultural, heritage, or leisure sector.
- Strong experience of communicating with diverse audiences, including individuals and groups of varying ages, backgrounds, and abilities.

### *Desirable:*

- Experience of leading and motivating mixed teams of paid staff and volunteers.
- Demonstrable experience in audience segmentation and targeted marketing approaches.

## 3. Managerial & Supervisory

### *Essential:*

- A strong, inclusive leader and team manager with a consultative, open, and collaborative approach.
- Proven ability to manage a dynamic team, including recruitment, performance management, appraisals, target-setting, and measuring outcomes.
- Ability to assess priorities effectively, plan workloads, and allocate tasks appropriately.

- Strong capability to motivate, support, and lead both staff and volunteers to achieve shared objectives.
- Excellent attention to detail, particularly in relation to site presentation standards and the quality of the visitor environment.
- Deeply committed to building an inclusive, positive working culture where individuals feel valued, supported, and inspired to do their best work.
- Experience of managing external contractors, including overseeing administrative processes, reviewing and approving RAMS, coordinating communications, and ensuring work is delivered safely, effectively, and to agreed standards.

Type of staff	Number managed	Number supervised
Employed Staff	3	
Volunteers / Casual Workers	0	
Contractors		15

***Desirable:***

- An understanding of working with both paid employees and volunteers
- Experience of matrix management

## 4. Responsibility

***Essential:***

- Proven experience of strategic planning and delivery within a multi-disciplinary environment
- Strong experience of budget management, delivering integrated plans, and working to demanding performance targets.
- Highly self-motivated and proactive, with the ability to manage competing deadlines and workloads effectively.
- Demonstrable ability to deliver results through matrix management and dotted-line relationships.
- Ability to operate independently with professional judgement in situations where decisions have significant departmental impact.
- Experience of preparing clear, insightful reports and making recommendations at a senior leadership level.
- Strong capability in managing people, projects, and financial resources effectively within agreed budgets.

***Levels of Responsibility:***

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£100,000

Visitors (per annum)	135,000 visitors
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## 5. Creative Ability

### *Essential:*

- Excellent communication skills across a range of formats, with the ability to engage, inspire, and inform diverse audiences.
- Ability to contribute creative and original ideas to visitor programming, including events, activities, and interpretation initiatives.
- A strong audience-focused mindset, consistently viewing experiences through visitors' eyes and constructively challenging standards to deliver the best possible outcomes for visitors and supporters.
- Demonstrable creativity and innovation, generating effective solutions and maximising opportunities as they arise.
- Resilience and adaptability, with the ability to overcome challenges, learn from setbacks, and apply those lessons to future work.

## 6. Contact

### *Essential:*

- Excellent interpersonal skills, with the ability to communicate clearly, motivate effectively, and engage positively with a wide range of audiences.
- Experience of liaising with internal departments and external organisations or members of the public on routine and more complex matters.
- Strong influencing skills, with the confidence and credibility to operate effectively at senior leadership level.
- A professional, friendly, diplomatic, and patient approach when dealing with colleagues, partners, and the public.
- Ability to build and maintain effective internal and external networks, representing WWT positively and credibly at all levels.
- Active participation in relevant national networks, with established contacts and professional relationships within the sector.

### *Desirable:*

- To represent WWT at external meetings and presentations from time to time
  - Represent WWT at external meetings, events, and presentations, effectively promoting the organisation's mission, values, and visitor experience initiatives.
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## General Notes

This position will frequently require work on, weekends and public holidays, with occasional evenings to meet the needs of the post.

Whilst this post is based at WWT London Wetland Centre, some travel may be necessary therefore a willingness to travel to other WWT Wetland Centres will be required.