
Events and Partnerships Manager

Grade: 9

Directorate: Operations

Location: Slimbridge/hybrid

Reporting to: Head of Interpretation and Programming

Main function of post: Events are a key component in our visitors' experience to a WWT site. Working with the Head of Interpretation and Programming and the Centre Managers, you will lead on the development of new seasonal events, from ideation and concept stage to multi-site implementation, with the objective of driving new and repeat visitation. You will be responsible for the creation of bespoke 'home-grown' events as well as developing partnerships with external organisations that deliver licensed content for branded events.

Supervisory responsibilities: Close matrix management work with Visitor Experience teams at sites.

Responsibilities of the post

1. To work with the Head of Interpretation and Programming to develop overarching experience themes for future years, to include an annual calendar of innovative events to be delivered across our ten wetland sites, with particular focus on the seven wetland discovery sites.
2. To develop new and exciting event concepts that will support our sites in driving visitation, engaging new and repeat visitors and members, and building awareness of our brand and the superpowers of wetlands.
3. To work closely with the Visitor Marketing, Communications, Insight and Brand teams to ensure that our events are on brand, developed based on strong consumer insights and deliver strong marketing hooks that form the basis of powerful marketing and comms campaigns.
4. To work with WWT fundraising teams to find opportunities for external funding of events, identifying audience impacts and outcomes that will attract interest from funders.
5. To develop a contact strategy for building new relationships with brands that our audiences connect with and love.

6. To develop and manage relationships with potential and existing partner brands, finding opportunities to develop content that will connect with and inspire our Share the Love audiences. These could be licensed partnerships, touring exhibitions or newly developed events.
7. To write creative briefs and tender documents, securing the best possible creative resources and content from external companies and freelancers, as well as working with our own internal creative resources when capacity allows.
8. To develop project plans for the production of assets and the delivery of hired-in experiences, and to manage schedules and budgets effectively to ensure timely delivery of events and associated content.
9. To manage the delivery of events across multiple sites, including creating and issuing guidance, managing logistics and supporting onsite delivery and installation.
10. To work closely with the Centre Managers and Visitor Experience leads at sites, building strong working relationships and creating a strong community of innovation and creativity in our events.
11. To manage budgets closely, adhering to WWT's finance processes and ensuring strong value-engineering throughout every event.
12. To monitor, evaluate and report on event ROI, sharing learnings and building these into the development of future events.
13. To champion an audience centric approach, ensuring that our events welcome diversity, representation and inclusivity every time.
14. To keep up-to-date with best practice and changing trends in the visitor attraction sector, sharing knowledge with the E&E and sites teams.
15. To actively support the Health, Safety and Wellbeing of everyone in your wider team, creating a safe environment for staff, volunteers and visitors by implementing WWT's health and safety policies and guidelines.
16. To engage with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.
17. To adhere to the WWT 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.

Date raised: 04 September 2025

Amended:

Person Specification

1. Qualifications

Essential:

- Degree level qualification in professional area or equivalent experience
- Current driving licence as the ability to travel to other locations is essential

Desirable:

- Additional courses or qualifications in relevant subject areas, e.g. project management, communications, production of resources, writing and editing

2. Experience

Essential:

- Proven experience of creating and managing events in a visitor facing organisation
- Evidence of developing new relationships with brands and/or partnership organisations
- Proven extensive experience of project management and delivery
- Good experience of working in or closely with relevant areas of work e.g. visitor experience and engagement, production of resources and toolkits, internal communications
- Experience of communication, writing and editing
- Experience of inspiring teams when presenting new concepts and plans

Desirable:

- Proven extensive experience of project management and delivery in a multi-site organisation
- Significant organisational skills

3. Managerial & Supervisory

Essential:

- Proven ability to determine priorities and set tasks which require completion by teams not directly managed
- Evidence of motivating and engaging a diverse team
- Evidence of strong working relationships across multiple sites or departments, not directly managed

Desirable:

- Ability to provide technical advice, support and influence for teams not directly managed.
- Experience of working in a matrix management structure

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

4. Responsibility

Essential:

- Ability to work independently under own initiative and to deliver through influencing.
- Ability to keep on top of workload and manage any necessary systems and processes (inc IT and financial)
- Ability to keep to deadlines and produce high quality work, seeking input and feedback in a timely way
- Proven experience of leading a project from ideation stage through implementation to ROI analysis and reporting.

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Budget Responsibility	£50,000-£200,000
Project Size (normally managed)	Medium
Assets (required for job, exc. buildings)	£2,000

5. Creative Ability

Essential:

- Evidence of a visionary mindset with the ability to turn vision into reality
- Demonstrable creativity with a flair for innovative problem solving, thinking outside of the box and developing test & learn experiences and events.
- Evidence of an ability to gather, analyse and apply market intelligence in developing new concepts
- Have an eye for detail and presentation
- Determination to finish the job on time and to budget

Desirable:

- Adapt to and work within existing resources

6. Contact

Essential:

- Ability to establish and maintain regular and routine contact with other departments, all colleagues and visitors
- Ability to establish and maintain contact with external suppliers and contractors, ensuring that required standards are delivered
- The ability to work positively with HQ functions on a regular basis
- Experiences in and confident at handling verbal and written communications
- Good diplomacy / persuasive skills and the ability to put forward a strong case

Desirable:

- Experience in facilitating multi-department involvement in agreeing common goals and actions

General Notes

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

This position involves national travel across the four UK nations and will involve some overnight stays to meet the needs of the post.