



Job Description

Casual PR Support Temp **Grade: 5**

Directorate: Operations

Location: WWT Washington Wetland Centre

Reporting to: Centre Manager

Main function of post: Support the Centre Manager in delivering marketing and PR activities to position WWT Washington Wetland Centre as a leading environmental visitor attraction, maximising visitation to the centre.

Supervisory Responsibility: None

We shape unforgettable experiences

- Support the Centre Manager in posting and scheduling engaging social media content across the centre's social media accounts. You will collaborate and work with colleagues across a variety of teams to ensure optimum use and timing of key collateral and produce regular reports on the social media performance.
- Support Centre Manager in the creation and issuing of press releases
- Oversee the maintenance of the Washington Wetland Centre pages of the WWT website and intranet, plus the WA visitor app to ensure excellent promotion of the visitor experience, using inspirational imagery and content.

We are resourceful pioneers

- Reduce waste by helping to maintain department storage areas making sure equipment is stored properly, resources are used appropriately and materials recycled wherever possible.
- Enhance visitor experiences and prolong resource lifespan by helping to maintain certain visitor information props including 'What's on' boards, A-frames, seasonal signage and map in the foyer.

- Seek information from various individuals and teams at WWT to make best use of the specialist knowledge and conservation expertise available within the organisation.

We work together for a positive future

- Assist in training, supervising and updating departmental volunteers.
- Ensure the health, safety and welfare of all visitors to the centre by:
 - reviewing risk assessments for events
 - following published guidelines for the health, safety and welfare of groups in accordance with WWT's child safety policy.
- Ensure internal communications about events and activities are timely and accurate

We do conservation

- Ensure you are aware of and have a good understanding of the centre's key features and conservation highlights and share such information with visitors where and when appropriate
- Ensure you are engaged with WWT's internal communication channels keeping yourself informed and up to date with the progress that WWT is making and the work that we undertake to save wetlands for wildlife and people.

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: March 2020

Amended: October 2025

Person specification

1. Qualifications

Essential:

- Educated to A level standard (or equivalent) to include English

Desirable:

- Marketing/PR qualification (e.g. CIM Postgraduate Diploma or CIM Diploma)
- Full driving licence

2. Experience

Essential:

- Experience of working in a marketing role, delivering a marketing and communications plan including paid advertising.
- Experience of working with content management systems and/or digital ticketing platforms
- Experience of organising and marketing events
- Excellent written and verbal communications, with experience of writing content for various audiences
- Demonstrable experience of online marketing including social media
- Excellent standards in customer service, including dealing with customer enquiries and complaints
- Extensive working knowledge of Microsoft Office, Excel, PowerPoint and Outlook
- Experience of working with, or supervising volunteers

Desirable:

- Experience of working in a visitor attraction, or conservation charity
- Experience of marketing to groups and the travel trade

3. Managerial and supervisory

Essential:

- The ability to work with a wide range of internal and external people
- Provide support to M&C Manager in supervision, training and support of a small volunteer group.

Desirable:

- Experience of managing budgets and revenue
- Experience of managing people would be advantageous, as the successful candidate will be responsible for photography and content volunteers

Your team	Number managed	Number supervised
Permanent team	0	0
Casual workers	0	0
Volunteers	0	0

4. Responsibility

Essential:

- Ability to work independently under own initiative and as part of a team to deliver an events programme and marketing plan
- To deliver relevant and vibrant digital output for the Centre to include Facebook, Twitter, Instagram and Tripadvisor to maximise coverage for WWT
- Self-starter, with a positive 'can-do' and flexible attitude and used to multi-tasking, balancing deadlines and workloads
- Ability to sensitively handle confidential information
- Excellent time management.

Levels of financial responsibility:

Your responsibilities	(Level (£'s))
Expenditure (exc. Payroll)	£0
Cash handling	£0
Assets (required for job, exc, buildings)	£500
Visitors (per annum)	70,000 annual visitors to the centre

5. Creative ability

Essential:

- This post requires a high level of creativity in promoting Centre events and visitor highlights and in marketing them to ensure revenue/visitation targets are met
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- Ability to differentiate between audiences and target marketing activity accordingly, with experience of writing press releases and marketing copy
- Ability to respond on digital platforms to sensitive and complex issues
- Clear and logical thinker
- Strong attention to detail

6. Contact

Essential:

- Regular and routine contact with other departments, volunteers, visitors and external organisations
- Excellent verbal, written and interpersonal communication
- Ability to work in a professional, friendly and diplomatic manner with a wide range of people

Desirable:

- Experience of dealing directly with the visitors/public on a face-to-face basis
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General notes:

- A general interest in wildlife would be advantageous for this role.