



Job Description

Wetland Wildflowers Coordinator **Grade: 8**

Directorate: Wetland Conservation

Location: WWT Slimbridge

Reporting to: Project Manager

Main function of post: To oversee and develop Wetland Wildflowers, our plant nursery at Slimbridge, supporting the creation and restoration of species-rich wetlands in the Severn Vale whilst generating funds through commercial activities to support WWT's wider mission. To provide horticultural expertise in the sustainable propagation of native, locally sourced wetland plants. To champion the value of wetland flora of local provenance and distinctiveness.

Supervisory responsibilities: Volunteers

Responsibilities of the post

1. Work with the Project Manager to create a clear plan for the development and operation of Wetland Wildflowers, with the aims of supporting wetland creation/restoration and generating core funds for WWT.
2. Oversee the day-to-day operation of the polytunnel, using technical horticultural expertise to devise effective work plans; provide training and support to volunteers; test and trial new ways of working; and identify and solve problems. Lead on seed harvesting activities and be responsible for purchasing consumables and small equipment.
3. Recruit, train and manage a team of volunteers who will undertake most of the routine propagation tasks. You may be required to organise and lead ad hoc tasks involving volunteers from other WWT teams or corporate supporters.
4. Undertake essential administration, including processing orders, updating stock lists and website information, applying for consents and permissions, and producing information for reports.

5. Work with the Project Manager and colleagues within the Fundraising, Marketing & Communications Directorate to agree a pricing, sales and marketing strategy, and actively identify and pursue opportunities to market our products and drive sales.
6. Engage local people and community groups with the benefits of botanically diverse wetlands through talks, advice, site visits and occasional media work.
7. Provide leadership to all volunteers within the Wetland Wildflowers project, 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.
8. Ensure the health, safety and wellbeing of everyone in the Wetland Wildflowers 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.
9. Be responsible for ensuring that your team engage with the WWT Sustainability Statement being aware of negative environmental impacts and incorporating sustainable ways of working within your team.
10. Ensure that your team engage and interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.
11. Ensure that everyone in your team 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.

Date raised: 27th February 2025

Amended: 30th March 2026

Person Specification

1. Qualifications

Essential:

- Level 2 qualification in horticulture or equivalent experience
- Current driving licence, as the ability to travel within the Severn Vale is essential

Desirable:

- Higher qualifications in horticulture
- CPD certifications in native macrophyte and/or plug plant propagation
- CPD certifications in ecology, practical conservation or sustainable agriculture

2. Experience

Essential:

- Practical horticulture, particularly in seed harvesting, sowing and plant propagation of herbaceous plants.
- Strong organisational skills
- Excellent verbal communication skills
- Office administration, including Outlook, Word, Excel and Powerpoint
- Basic understanding of financial accounting, including income, expenditure, and VAT

Desirable:

- Experience of managing or supervising volunteers
- Knowledge of wetland ecology and/or management, e.g. floodplain meadows
- Experience of marketing
- Experience of retail
- Confident at engaging with members of the public

3. Managerial & Supervisory

Essential:

- Ability to lead a team of volunteers to deliver project outcomes
- Ability to quickly determine priorities and set tasks appropriately
- Ability to work as a team member to achieve personal and joint objectives

Type of team member	Number managed (No. of direct reports)	Number supervised
Employed staff	0	0
Volunteers	15-25	0
Casual Workers	0	0

4. Responsibility

Essential:

- Oversee the day-to-day operation of the polytunnel, including sales
- Ability to effectively represent WWT to customers and local communities

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Budget Responsibility	£0
Income	£0
Project Size (normally managed)	Small
Assets (required for job, exc. buildings)	£5000
Visitors (number per annum)	N/A

5. Creative Ability

Essential:

- Innovative and able to apply creative thought to developing new ideas and problem solving, whilst keeping sight of the bigger picture
- An enthusiastic and energetic approach, with a genuine belief in the value of wetlands
- A flair for engaging and inspiring people
- An ability and resilience to work under pressure and adapt to rapidly changing circumstances
- Able to work independently on a day-to-day basis

Desirable:

- An eye for detail and presentation of value to marketing our products and promoting our brand

6. Contact

Essential:

- Capable of working with the Project Manager and other staff to ensure effective delivery
- Ability to work positively with a wide range of people, including volunteers, customers and local communities
- Excellent communication skills
- Able to maintain a high level of professional integrity

Desirable:

- Warm relationships with potential buyers of our products within the Severn Vale landscape
 - Competent with media work
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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.