



Job Description

Creative Programme Producer

Grade: 9

Directorate: Operations

Location: Slimbridge/London/Hybrid
(flexible)

Reporting to: Head of Interpretation & Programming

Main function of post: Working as part of the national Experiences & Engagement team you will coordinate programming across our 10 wetland sites. Supporting site teams to deliver inspiring, engaging and high-quality visitor programmes which drive visitation to sites and support for WWT.

Supervisory responsibilities: contractors, freelancer, volunteers

Responsibilities of the post

1. Support all 10 wetland sites across the UK to create and deliver programmes which engage visitors, drive visitation and are appropriate to the individuality and scale of their site.
2. Manage the delivery of national programmes (including multi-site events and partnerships), including creating and issuing guidance, supporting on site delivery, managing relationships with external partners and freelancers, writing creative briefs, coordinating schedules and production of assets, collating information from sites and carrying out evaluation.
3. With the Head of Interpretation & Programming, develop overarching programming themes for future years, working closely with Communications & Campaigns and site teams to ensure the programmes developed reflect WWT's priorities and are relevant to our sites.
4. Champion an audience focused approach and help to develop and grow new audiences by ensuring diversity, representation and inclusivity in all new programmes.
5. Be responsible for centrally led programmes, such as Bing's Nature Explorers, and investigate potential for other licensed partnerships, touring exhibitions or experiences relevant to our sites.
6. Monitor, evaluate and report on visitor programmes, collating feedback from sites and central Visitor Marketing to produce end of programme reports. Share learnings from evaluation and build into the development of future programmes.

7. Support sites to develop community engagement projects and programmes which are co-created and produced, building partnerships which are mutually beneficial.
8. Embed nature connection principles at the heart of WWT programming, connecting visitors with wetland nature.
9. Work with colleagues in WWT Trading to make sure programming is reflected in trading spaces and we are making the most of suitable commercial opportunities.
10. Manage delegated budgets for programmes.
11. Keep up to date with best practice and changing trends in the visitor attraction sector.
12. Support the WWT brand ensuring the look, feel and tone of voice of any design elements of on-site experience components and collateral adhere to brand standards and values.
13. Work alongside volunteers encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience.
14. Work within the WWT health and safety policy and guidelines, ensuring the health, safety and wellbeing of everyone involved in the project.
15. Engage with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working.
16. Ensure adherence to the WWT Data Protection policy and GDPR standards.
17. Engage and interacts with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.

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: 15 December 2023

Revised: October 2024

Person Specification

1. Qualifications

Essential:

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

Desirable:

- Further qualification in either visitor experience, events, interpretation

2. Experience

Essential:

- Experience of delivering visitor programmes, projects, events or activities for audiences ideally within the natural environment, culture or visitor attraction sector.
- Experience of delivery of a customer focused approach and high standards of customer care.
- Understanding of audience and segmentation in the natural environment or arts and culture sectors.
- Experience of producing creative resources, such as family activities, learning resources, guidance documents
- Experience of building partnerships with externals – e.g. designers, creative producers, delivery partners
- Organised approach to overseeing projects, including coordinating timetables, budgets and logistics.

Desirable:

- Good networks and connections across the creative sector, including creatives and delivery partners.
- Good understanding of nature connection and ability to design programmes which create this for audiences.
- Experience of working across a multi-site operation.

3. Managerial & Supervisory

Essential:

- Supervising work of external organisations, consultants or partners.
- Ability to inspire and motivate others in a matrix management capacity.

Desirable:

- Working with front of house staff and volunteers directly involved in delivering experiences or external experience providers.

Type of team member	Number managed (No. of direct reports)	Number supervised
Employed staff	0	0
Volunteers	2	0
Casual Workers	0	0

4. Responsibility

Essential:

- Experience of managing budgets and project budgets.

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Budget Responsibility	£100,000
Project Size (normally managed)	Small
Assets (required for job, exc. buildings)	£1000

5. Creative Ability

Essential:

- Good knowledge of programming and visitor experience in the natural environment / arts sector
- Ability to inspire others with new and creative approaches
- Experience of writing creative briefs, managing creative consultants and designers.
- Experience of producing resources, activities, guidance
- Experience of bringing specialist advice in visitor operations to multi-disciplinary project teams

Desirable:

- Network of contacts in the visitor operations sector.

6. Contact

Essential:

- Excellent presentation and communication skills – verbally, visually and in writing with the ability to work and communicate at all levels across the organisation
- Ability to listen to others, identify issues and opportunities and respond appropriately.

Desirable:

- Experience of working in a matrix management organisation
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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.

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

This position is 37.5 hours per week, however 30 hours a week across 4 or 5 days will be considered.