
Visitor Operations Manager

Grade: 9

Directorate: Operations

Location: Slimbridge

Reporting to: Head of Visitor Experience & Events

Main function of post: We want our visitors to feel valued, to enjoy their experience and to tell their friends and family that a WWT visit is a wonderful experience and to share the superpowers of wetlands. Reporting to the Head of Visitor Experience and Events, you will have responsibility for ensuring high standards in presentation, messaging, branding, service and accessibility across all sites experiences, events and reserves. The role will have responsibility for inspiring staff and volunteers across all ten sites to be “Visitor First” in their attitudes and behaviours.

Supervisory responsibilities: Line Management responsibility for the Experiences and Engagement Team Administrator. Occasional responsibility for external contractors, consultants and volunteers. Close matrix management work with Visitor Experience teams at sites.

Responsibilities of the post

1. Develop the WWT approach to excellence in visitor operations, setting the standards and transforming the visitor operations at sites to a truly “visitor first” culture.
2. Provide expert guidance in visitor operations, service, access and inclusion to the Operations Directorate, advising as a Matrix Manager on industry best practice, ensuring we keep pace with and respond to changing trends.
3. Work with sites and central teams to ensure a seamless visitor journey that promotes our brand and wetland superpower messaging consistently from arrival to departure.
4. Support sites in meeting and exceeding visitor expectations, working with Insight, supporter development and Heads of Operations to ensure WWT are measuring, evaluating and reporting on performance in relation to visitor expectations.
5. Act as brand lead for onsite visitor experiences, working collaboratively with the FMC’s Brand, Marketing and Membership teams to ensure materials produced both centrally and at sites are on brand and support central marketing.

6. Support the Centre Managers and the Head of Asset Development and Management, in the development of new experiences, providing expert advice on visitor operations, presentation standards, signage and service.
7. Develop best practice toolkits for visitor operations, services, standards, access and inclusion and share these with centres to support their work and provide inspiration. Make sure that staff at sites are clear about the look and feel that we want visitors to experience.
8. Develop a programme of training to support central and centre staff to develop their skills and understand their role with regard to delivering excellent visitor experiences and services. Working with the training team to embed this into WWT's training offer.
9. Ensure great communication between the Visitor Experiences and Events team and other internal stakeholders, producing regular updates/newsletters and ensuring Netlands pages are up to date.
10. To work alongside volunteers encouraging, developing and supporting them in their work to deliver high standards of visitor service for WWT, ensuring they have a positive volunteering experience
11. Remain abreast of industry best practice in visitor operations and how this can practically and affordably be applied to WWT.
12. Act as visitor champion to ensure WWT sites are accessible to as broad an audience as possible and that everyone feels welcome at our sites.
13. 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.
14. To engage with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.
15. To engage and interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.
16. 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.

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Date raised: 30 August 2022

Amended: 22/10/25

Person Specification

1. Qualifications

Essential:

- Degree or equivalent qualification in a relevant subject area
- 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 working in a visitor facing organisation
- Demonstrable 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, onsite branding
- Experience of communicating complex messages in an inspiring way

Desirable:

- Experience in customer journey planning and application of brand messaging

3. Managerial & Supervisory

Essential:

- Significant organisational skills in a multi-disciplinary environment
- Confidently able to inspire, motivate and engage a team
- Proven experience of supervising the work of external consultants, suppliers and partners

Desirable:

- Ability to provide technical advice, support and influence for teams not directly managed.

Type of team member	Number managed (No. of direct reports)	Number supervised

Employed staff	1	10 site VX representatives via matrix management
Volunteers	1	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

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Budget Responsibility	£50,000-100,000
Project Size (normally managed)	Medium
Assets (required for job, exc. buildings)	£2,000

5. Creative Ability

Essential:

- Ability to develop new and creative approaches to ways of working and to inspire others
- Good experience of writing briefs for visitor-facing projects
- Passion for finding creative ways to help site teams see things from a visitor point of view
- Contribute to the creation of content, including editing and writing
- Have an eye for detail and presentation

Desirable:

- Adapt to and work within existing resources

6. Contact

Essential:

- Strong stakeholder management experience – the ability to establish and maintain regular and routine contact with other departments, colleagues, external suppliers and consultants
- Experienced in and confident at handling verbal and written communications at all levels
- 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.