Job Description

Head of Asset Development and Management **Grade:** 10

Directorate: Operations **Location:** WWT Slimbridge Wetland Centre

Reporting to: Director of Operations

Main function of post: Responsible for the development and delivery of high profile visitor experience based projects at WWT sites as well as supporting sites in the day-today management of WWT's physical asset portfolio.

Supervisory responsibilities: Experience Development Officer, Property Coordinator, volunteers, consultants and contractors.

Responsibilities of the post

1. To work with the Director of Operations and the Operations SLT in developing site masterplans for WWT's ten wetland sites, delivering first-class development plans, based on visitor experience, wetland superpowers and commercial opportunities.

2. To take responsibility for the project development and delivery to masterplans, budget and agreed quality standards of visitor experience and engagement based projects at WWT sites, through building relevant project specific multi-disciplined project teams from across WWT.

3. Projects to include creative planning, and design of experience, engagement and maintenance projects. To include organising and managing the Experience Development officer and site based staff and external consultants and contractors as appropriate. Such "projects" to include exhibit development, habitat creation, landscaping, construction, alteration, maintenance or refurbishment of buildings and other structures or in support of any experience-based major events and activities (including our commercial areas), in both exhibit areas and WWT reserves and across any site in which WWT has an interest.

4. To provide project management and project development advice to site based staff undertaking experience and engagement based developments and activities at WWT sites including budget preparation, programme preparation, risk management, stakeholder management, technical expertise and integration of other WWT staff into the proposals as required.

5. To support the Centre Managers and their teams on site-based planning around recurrent, cyclical and replacement maintenance work and in the development and implementation of minimum standards of site presentation, including providing advice on planning matters and compliance. Directly manage the Property Coordinator to ensure compliance in all insurance and regulatory matters relating to physical assets.

6. To take an active role in the delivery of best practice in the field of experience and engagement development, including the integration of innovations in message delivery, digital and commercial opportunities. To ensure that, where applicable, WWT is delivering its site based engagement, event and commercial projects in the most effective, innovative and relevant way. To work with colleagues across the Operations Directorate and in National Visitor Marketing to achieve this.

7. To provide leadership to all staff and volunteers within the experience team or specific project teams (including contractors or consultants), 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. To define and establish appropriate functional frameworks within which site based teams have freedom to manage and develop their own initiatives, clarifying the role of both site based and central teams and ensuring that both work collaboratively together as one organisation.

9. To champion effective use of the WWT PMF system across the operations teams.

10. To develop and own WWTs approach to inclusive design and accessibility in all areas of the visitor experience.

11. Support the strategic development and smooth running of the Experience and Engagement team and the wider Central Operations team.

12. To ensure the health, safety and wellbeing of everyone in your 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.

13. To 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.

14. To be responsible for furthering WWTs commitment to Diversity and Inclusion within the engagement team.

15. To 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.

16. To 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: September 2020 **Amended: August 2025**

Person Specification

1. Qualifications

Essential:

- Degree or equivalent in landscape design, construction, environmental management or visitor experience development
- Current driving licence as the ability to travel to other locations is essential

2. Experience

Essential:

- Significant experience of exhibit design, landscape design, construction or environmental management
- Extensive and expert project management skills
- Proven ability to support fundraising
- Demonstrable experience of delivering effective return on investment in a museum, heritage site or visitor attraction
- Experience of working effectively with and inspiring multiple teams with multi-disciplinary skills to evolve and effectively work together.
- Demonstrable understanding of the requirements of different audiences at a visitor attraction

Desirable:

- Experience of visitor engagement and planning
- Experience of habitat creation
- Experience of zoological exhibit design
- Experience of building maintenance and construction
- Experience of sustainable design and construction
- Good understanding of designing and delivering experiences for audiences requiring accessible adaptations.

3. Managerial & Supervisory

Essential:

- Proven ability to manage and develop people

Type of team member	Number managed (No. of direct reports)	Number supervised
Employed staff	2	0
Volunteers	Up to 20	0
Casual Workers	0	0

4. Responsibility

Essential:

- Able to take responsibility for all issues with project delivery, adapting and responding positively to issues as they arise.
- Proven ability in project budget management at levels over £500,000

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Budget Responsibility	In excess of £2 million
Income	Up to £5,000
Project Size (normally managed)	large
Assets (required for job, exc. buildings)	Up to £10,000
Visitors (number per annum)	N/A

5. Creative Ability

Essential:

- Demonstrable experience of an ability to respond creatively and innovatively to solve problems and react to changing circumstances during project design and delivery, but with a good sense of practicality to working in a budget sensitive environment
- Committed to personal development and researching best practice in experience and engagement
- Able to analyse issues and stances, balance points of view and come to a decision that will serve the best interests of the organisation as a whole

6. Contact

Essential:

- Excellent coaching, communication and presentation skills – verbally, visually and in writing with the ability to work and communicate at all levels across the whole of WWT
- Ability to manage, organise and motivate people across multiple teams and disciplines and an ability to listen and respond to others
- Excellent team player, willing to contribute to WWT wide matters where appropriate
- Ability to listen to others, identify pertinent matters and to respond appropriately;
- In possession of confidence and an outgoing, positive character

Desirable:

- Experience of working in a matrix management system

General Notes

This position will from time to time require work during some evenings to meet the needs of the post.