

Visitor Engagement Officer

Grade: 7

Directorate: Operations

Location: WWT Castle Espie

Reporting to: Site Manager

Main function of post: To lead on communications and visitor experience at WWT Castle Espie, supporting the site manager and Head of Operations to deliver visitation and engagement targets. This will include both on and offsite communications such as PR, social media, Interpretation and community/stakeholder engagement.

Hours worked: Normal working hours will be 30 hours a week

Responsibilities of the post

1. To lead the development and delivery of Castle Espie's visitor engagement and communications strategy, ensuring it supports WWT's strategic objectives and the site's transition to a conservation-led, reserve-only operating model.
2. To champion innovation in visitor engagement, interpretation and conservation communications, ensuring that Castle Espie's unique position as The Window onto Strangford Lough is effectively delivered throughout the visitor journey.
3. To work with central comms and visitor marketing teams to develop an annual communications plan across digital media and PR channels, focused on the Restore value of Castle Espie
4. To work with the central Interpretation team to, plan, organise and implement impactful interpretation across the site that inspires visitors to understand and value the internationally important wetlands of Castle Espie and Strangford Lough, improving the visitor experience and help to deliver WWT strategic objectives.
5. To manage Castle Espie's digital channels, including website content, social media and eCRM, ensuring that all content is kept up-to-date and relevant, promoting the site to potential visitors and members.
6. To evaluate all communications and visitor engagement activity, using audience insight and performance data to inform future planning.
7. To occasionally organise and lead face-to-face interpretation events that connect people with the superpowers of wetlands at Castle Espie.
8. To support the Head of Operations and Site Manager in the development and maintenance of good relationships with local communities, key stakeholders and other influential organisations

9. To support the Head of Operations in their work with the Philanthropy & Partnerships team, to identify and develop external funding opportunities. This will include support in writing bids when required.
10. As part of the WWT Castle Espie team, to work alongside volunteers encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience. This is likely to include the recruitment and supervision of a small number of visitor engagement volunteers.
11. As part of the role, duty management responsibilities will be required to be carried out in line with other manager and supervisor levels
12. To be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
13. To ensure that in the course of your work you adhere to the WWT Data Protection policy and standards.

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: August 2001

Date Amended: September 2026

Person Specification

1. Qualifications

Essential:

- Educated to A level (or equivalent) as a minimum

2. Experience

Essential:

- Experience of developing a communications plan from scratch with detailed content, across email (eCRM), PR and social media.
- Experience in handling media enquiries and arranging interviews
- Good understanding and experience in managing content channels, in particular web page content
- Good experience of design and print processes, working with designers to produce high-quality interpretation and/or print materials
- Extensive working knowledge of Microsoft Office, Excel, PowerPoint and Outlook.

Desirable:

- Experience of working for a conservation charity
- Keen interest in nature, wildlife and the environment

3. Managerial & Supervisory

Essential:

- The ability to act as duty manager for the site, taking ownership of decision-making and escalating issues when appropriate
- Experience in managing budgets of £10,000 or more
- The ability to work with a wide range of internal and external people.
- Experience in the supervision of volunteers – **up to 5 directly supervised**

Desirable:

- Experience in developing volunteer recruitment campaigns

4. Responsibility

Essential:

- Ability to work independently under own initiative and as part of a team
- Competent to deliver relevant and vibrant digital output for the site to include Facebook, Instagram and LinkedIn 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

Type of Responsibility	Level (£'s)
Expenditure (exc payroll)	£10,000
Cash Handling	n/a
Assets (required for job, exc buildings)	£500
Visitors (per annum)	30,000

5. Creative Ability

Essential:

- This post requires a high level of creativity, innovating in visitor experience, as well as conceiving and delivering PR and social media campaigns.
- Ability to respond on digital platforms to sensitive and complex issues.
- Clear and logical thinker.
- A critical eye and ability to maintain WWT's brand requirements

6. Contact

Essential:

- Excellent verbal, written and interpersonal communication with staff, volunteers and members of the public.

- Ability to work in a professional, friendly and diplomatic manner with a wide range of people.
- Experience of dealing directly with the visitors/public on a face-to-face basis