

## JOB DESCRIPTION

<b>Post:</b>	Visitor Experience & Exhibitions Officer
<b>Salary:</b>	£20,000 pro rata
<b>Hours:</b>	Full-time, 37 hours per week
<b>Contract:</b>	Fixed-term contract until March 2023
<b>Responsible to:</b>	Centre Operations Manager
<b>Line Manage for:</b>	Local volunteers, giving direction to seasonal volunteers

### Overall purpose of the Job:

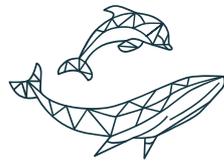
Responsible for the daily operation of the HWDT Centre in Tobermory, including contributing to the development of the retail operation. Lead on the development of new media exhibits, interpretation, and shop front repairs and signage. Develop and promote the visitor experience and activity programme to increase visitor numbers and engagement in a way that supports the delivery of the charity's objectives.

### About the project and the role:

'Gateway to the Trail' is an exciting new project, funded by the National Lottery Heritage Fund. The project follows on from the successful launch of the Hebridean Whale Trail in 2019. The project will transform the HWDT Centre in Tobermory into a gateway for people to explore the Hebridean Whale Trail. A hub of activity, the Centre will provide a range of wildlife and learning experiences for visitors and residents and encourage people to connect with the spectacular marine heritage of the west coast of Scotland.

This centre-based post is pivotal to the charity's commitment to expand and improve upon the current visitor offer. Providing a friendly welcome on a day to day basis, engaging with visitors, advertising events and activities, and raising the profile of the centre are all key components.

Over the course of the project there are varied roles within the job to enrich the visitor experience. Starting with updating the interpretation and a refurbishment of the centre. The role will work with creative agencies to create a new 360 immersive media exhibit and coordinate the production and installation of a documentary film showcasing the natural and cultural heritage of the Hebrides to be shown in the centre and at sites across the Hebridean Whale Trail in 2022.



### **Roles & Responsibilities:**

1. Overall responsibility for the day to day running of the Centre, following daily opening and closing procedures, and the visitor welcome experience. Ensure all customers, (visitors, educational groups and local communities) receive a first class welcome to the Centre and are assisted with event bookings and gift shop sales in a professional manner.
2. Develop a digital 360 underwater immersive experience for the Discovery Centre, coordinating the project filming and editing, installation and promotion.
3. Work with professional film makers and film students to produce two short films to tell the story of the natural heritage and cultural heritage of the Hebridean marine environment. Design materials for a themed roadshow to premier the films at selected Hebridean Whale Trail sites during the year of Scotland's Stories in 2022.
4. Refresh the Centre brand and interpretation, and update the shop front and entrance to reflect its role as 'a gateway to the trail'.
5. Work with other providers and promoters for tourism on Mull and across the Hebrides to grow the Centre profile and increase visitor numbers. Support the Centre Operations Manager to work with relevant accreditation agencies to achieve a recognised tourism award for the Centre, to demonstrate the quality of the visitor experience provided.
6. Ensure that annual income targets are met or exceeded focusing on engagement activities and experiences, retail income and charity memberships.
7. Ensure the Centre is effectively marketed to target audiences, both online and via the development and distribution of materials throughout the island, in order to maximize event attendance and visitor footfall throughout the tourist season.
8. Support the retail operation by managing the till, cashing up procedures, keeping shelves stocked, processing online shop orders, ensuring adequate stock levels, maintain a tidy shop display and carry out weekly stock taking and cash banking.
9. Work with the Marketing and Communications Officer to ensure that appropriate wildlife highlights from the discovery experience, events and exhibitions are communicated through our social media channels and website.
10. Carry out housekeeping, repairs and maintenance tasks to the required standard under the guidance of the Centre Operations Manager and provide technical support for the Centre.
11. Ensure that Centre operations are carried out in a manner which safeguards the health and safety of the volunteer workforce and the general public.
12. Monitor and keep records of key targets, i.e. visitor numbers, expenditure, sales and donations, to support evaluation.



13. Manage the programme expenditure and income budgets, regularly reporting to the Centre Operations Manager and Finance Officer.

14. Assist with additional administration and operational tasks essential to the running of the charity under the direction of other members of staff, as work capacity allows.

15. Complete any other tasks as deemed necessary by the Centre Operations Manager.

### **Terms of Employment:**

**Annual Leave:** 34 days per annum (inclusive of public holidays)

**Salary:** Salary starts at £20,000 pro rata, rising to £21,400 pro rata, in yearly increments.

**Place of work:** The Discovery Centre at 28 Main Street in Tobermory and also in our offices above the Clydesdale bank, also on Main Street.

**Application procedure:** Send a CV, a covering letter explaining how your skills and experience meet the role responsibilities and person specification, and two references to Pauline Massey [shop@hwdt.org](mailto:shop@hwdt.org) or by post to 28 Main Street, Tobermory, Isle of Mull, PA75 6NU.

Enquires about the role can also be made to [shop@hwdt.org](mailto:shop@hwdt.org).

Further information about the Centre and the work of HWDT can be found at [www.hwdt.org](http://www.hwdt.org).

**Closing date for applications:** Midnight on Monday 10<sup>th</sup> August.

**Interviews:** Interviews will take place on the 18<sup>th</sup> and 19<sup>th</sup> of August, remotely via video call.

**Starting date and probationary period:** 28<sup>th</sup> September 2020. The position is subject to satisfactory performance during the initial three-month probationary period.

### **Person Specifications:**

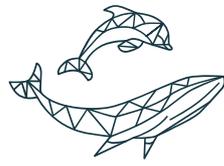
#### **Qualifications**

##### **Essential:**

- English and Maths GCSE/Nat 5 or equivalent

##### **Desirable:**

- Degree in relevant subject
- First aid at work qualification



## **Experience**

### **Essential:**

- Worked in a public facing role for a minimum of 2 years
- Face to face sales and fundraising
- Engaging with visitors from varying demographics
- Worked in a visitor centre / tourism setting (minimum 1 year full time, 2 years part time)
- Interpreting information into accessible formats for public audiences
- Content creation and distribution of advertising materials
- Marketing and promotion of regular activities and public events
- Social media and online platform promotion
- Documentation and record keeping
- Collaboration with others

### **Desirable:**

- Brand development and promotion
- Audience development experience
- Website updates and online shop
- Working with creative agencies (design, advertising, film)
- Preferably 4 years' experience in a public facing role
- Team management / shift leader
- Volunteer management
- Budget management
- Project management
- Contractor management
- Photography, filming and editing
- Adobe creative suite

## **Personal Skills:**

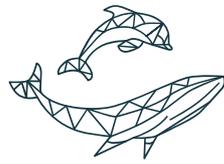
### **Essential:**

- Excellent ability to communicate with others, both written and verbal
- Self-motivated
- High level of organisation
- Responsible

## **Knowledge:**

### **Essential:**

- High level of computer literacy
- Genuine interest in whales, dolphins, porpoises and marine wildlife



Hebridean  
Whale &  
Dolphin  
Trust

- An interest in digital media

Desirable:

- Knowledge of the West coast of Scotland and the Hebrides, including the Isle of Mull and The Hebridean Whale Trail
- Awareness of issues surrounding marine conservation
- Understanding volunteers and the role they play in organisations
- Challenges surrounding the Third sector, charities and eNGOs

**Special circumstances relevant to the role:**

Essential:

- Willing to live and work on an island accessible only by ferry
- Able to work weekends and evenings on a regular basis
- Ability to adapt working practices around the tourist season

Desirable:

- A willingness to be involved with the local community
- Full drivers licence and car
- Willing to work outside of the centre if required

The successful applicant will be required to join the PVG scheme, or undergo a PVG update check and the satisfactory outcome of the check is a condition of employment by HWDT for this post. HWDT will meet the cost of the above.

For further information on the PVG Scheme please refer to the Disclosure Scotland information at <https://www.mygov.scot/organisations/disclosure-scotland/>

**This post is funded by the National Lottery Heritage Fund**

