



Dynamic
Earth

EARTH'S EPIC
STORY FROM
BEGINNING TO
END

CANDIDATE PACK
HEAD OF MARKETING
& COMMUNICATIONS

DYNAMICEARTH.ORG.UK

Scottish Charity No. SC020363

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WELCOME

As a millennium project, Dynamic Earth first opened our doors in 1999 and since then we've held a special place in the hearts of people living and visiting Edinburgh.

Fond memories of exciting days out with family, stories about the earthquake experience or that time you touched an iceberg. People always tell you about their favourite school trips back in the day or how much they enjoyed attending a conference, event or Christmas party night at our stunning and unusual venue that sits below Arthur's Seat and Salisbury Crags.

2024 is going to be an epic year for us – as we mark our 25th anniversary and the launch of our bold new strategy – *From Beginning to Mend*. Over the next 10 years we have ambitious plans to become the UK's leading science engagement charity by:

- 1 Delivering outstanding science engagement.
- 2 Reaching more people, in more ways.
- 3 Enhancing and transforming our science centre.
- 4 Achieving financial and environmental sustainability.
- 5 Maximising the quality of our relationships.

Planetary crises and climate change are undeniable and very alarming realities. For this reason, Dynamic Earth will increasingly shift its storytelling to help people make sense, through science, of what is happening to the planet we live on.

We believe in offering a message that inspires hope. Through science, and sustainable living, we can achieve a positive future for us and our planet. Undoubtedly though, we need to act now.

It's this exciting future that brought me to Dynamic Earth in March 2023, to the newly created role of Director of Fundraising and Marketing. The last year has flown by and I feel very privileged and inspired to join this amazing charity, with such a talented and passionate team whose ambitions know no bounds!

Now's the time to put our mission at the heart of everything we do and I'm looking for a creative and driven Head of Marketing and Communications who will be key to

repositioning Dynamic Earth as a Scotland-wide Earth science engagement charity. With a bold new brand, you will lead the development and delivery of the Marketing and Communications strategy and operational plans.

Could you be that person? If the answer is yes, then I look forward to receiving your application and to meeting you in person soon.

Kindest regards,



Zoé Mobey
Director Of Fundraising & Marketing



ABOUT DYNAMIC EARTH

Dynamic Earth is an Earth science engagement charity, with a mission to empower people with understanding and empathy for the Earth and its future.

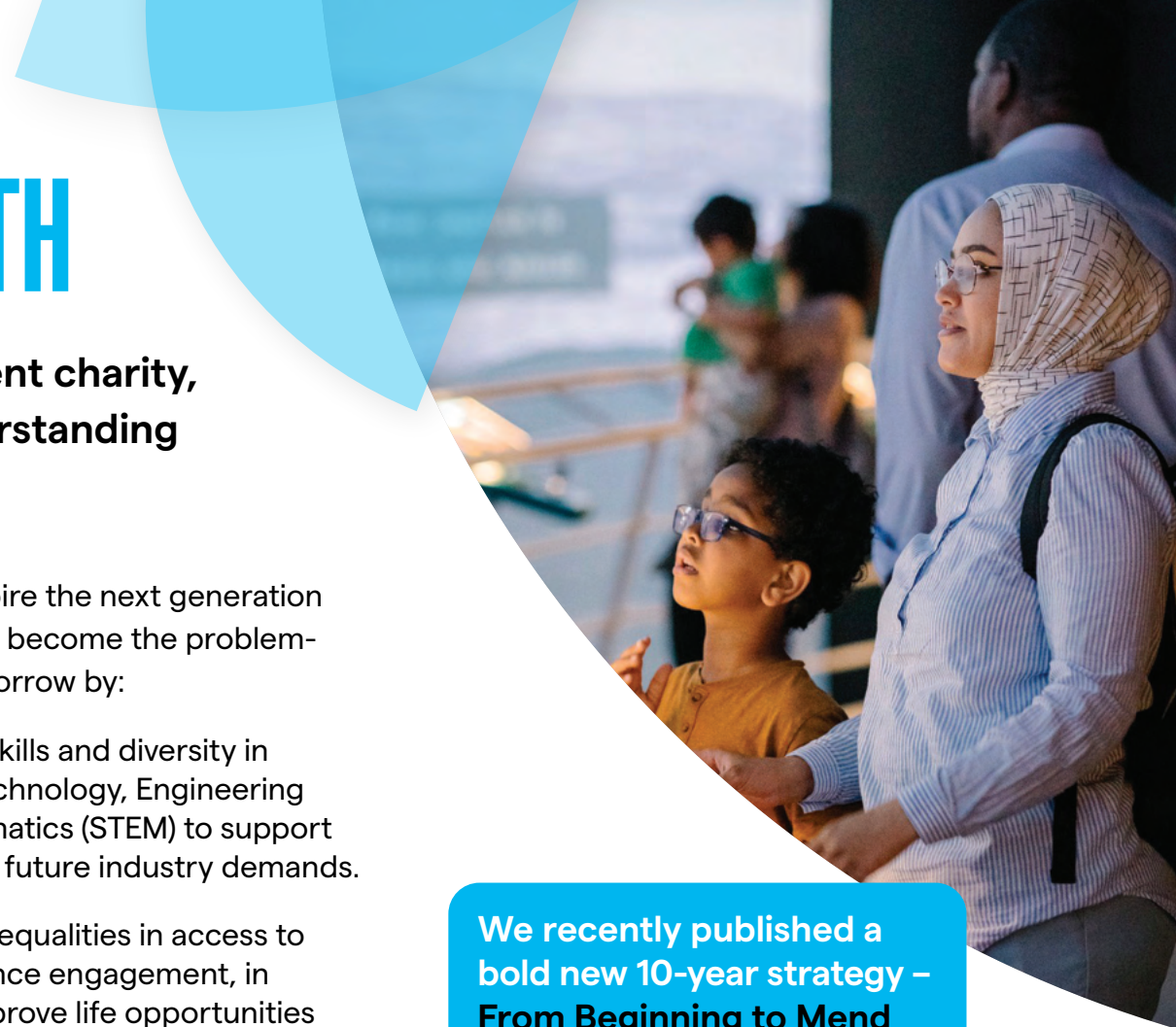
We do this by providing compelling engagement at our world-class Science Centre in Edinburgh, as well as through our learning and engagement programmes across Scotland.

At Dynamic Earth, we use science and immersive, interactive storytelling to stimulate minds and ignite passions in contemporary Earth and environmental science.

We aim to inspire the next generation of scientists to become the problem-solvers of tomorrow by:

- Increasing skills and diversity in Science, Technology, Engineering and Mathematics (STEM) to support current and future industry demands.
- Reducing inequalities in access to quality science engagement, in order to improve life opportunities for children, young people and individuals.
- Improving levels of understanding about the science behind the planetary crisis.

We recently published a bold new 10-year strategy – From Beginning to Mend – along with a powerful new brand, to help us reach more people and to embed climate change across everything we do.



OUR VALUES

Passionate

A love of science, a desire to share it in engaging ways and ensure every part of the charity is driven by a common set of ambitions.

Caring

We care for our people, the people we engage with and the accuracy of the science in our storytelling. We also care about the way we do business sustainably to minimise our impact on the planet.

Inclusive

We make sure everyone is welcome in terms of who we employ and engage with and seek to involve diverse communities.

HOW WE DELIVER

Science Centre

The Dynamic Earth experience tells the epic story of planet Earth from beginning to end – how it was created, how it continues to evolve and what our future holds.

Visitors to our exhibition will meet James Hutton, the ‘Father of Modern Geology’, whose discoveries at Salisbury Crags helped shape how the whole world understands the origins and evolution of the planet. Travel back to the beginning of time to witness the history of our Universe and watch the ‘Big Bang’, before embarking on an interactive journey to experience the primeval forces of nature as they shaped our planet.

At Dynamic Earth, science is an immersive experience. You’ll feel the ground shudder as a molten lava flow speeds towards you and volcanoes throw

clouds of ash and gas into the sky. Fly over glaciers and marvel at how ice and water shaped the landscape of Scotland. Take a walk through millions of years of evolution and extinction and explore the history of life. Dive into the depths of the sea and witness incredible marine habitats. The polar ice caps are brought within reach giving visitors the chance to touch an iceberg. You can see your breath, smell the cold and feel your hands turning numb as you stand beneath the Aurora Borealis.



Planetarium

Edinburgh's only 6K planetarium, with a **360-degree** viewing screen and immersive surround sound which offers a cosmic adventure through the solar system and beyond.

Planetarium shows run every 30 minutes and offer a wide range of NASA and Science films, as well as live shows presented by our resident Astronomers who will take audiences from the stars to the seabed and everything in between.

Public Learning

Dynamic Earth offers a rich and vibrant public learning programme that provides over **60,000** science engagements each year for families, adults, young people and children in a way that's fun and arouses curiosity.

From storytelling sessions, summer school activities, temporary exhibitions to Dino's kids science club – it's a great way to bring science and sustainability topics to life.

School Learners

We bring the Curriculum for Excellence and Learning for Sustainability alive for over **30,000** learners each year; with inspirational indoor, outdoor and online workshop experiences which enrich and deepen learning journeys for children aged 3 to 18.

We enable educators to unlock impactful experiences across a wide range of topics, that inspire a lifelong passion and enthusiasm for STEM learning and careers.

National Reach

Many schools and communities in Scotland miss out on fun science learning experiences because of their geographic location.

At Dynamic Earth we reach out beyond our walls. Our experts take our inspiring and interactive experiences on the road – engaging with up to **10,000** people each year by visiting science festivals, schools and communities in remote and rural areas. We even have an inflatable mobile planetarium run by our Astronomers that offers an out-of-this-world experience to people in underserved areas.

Online learning opportunities reach directly into remote schools with interactive sessions that they would otherwise not experience.

Inclusivity

We deliver targeted science engagement for over **3,000** people each year to develop skills, build confidence and change lives by working directly with community groups facing barriers to learning.

Working with each community partner we seek to understand their interests and needs to create bespoke learning experiences that make science learning accessible and fun.

Each year we provide **20** Community groups and charities with our 'Community Discovery Passes', so the people they support can visit Dynamic Earth for free.



HOW WE MAKE A WORLD OF DIFFERENCE

Edinburgh Young Carers

We worked with a group of young people impacted by parental substance misuse and poverty. The relationship was built over multiple sessions, where participants learned about space from our Astronomers and then worked with our Community Team and a local artist to create their own constellation artwork.

They devised and recorded stories about their artwork, which were played in amazing 360-degrees at a special celebration event in our Planetarium with their families.

Edinburgh Young Carers said, 'Dynamic Earth offered our young people a safe space to let their imagination go free whilst learning in a fun and engaging way.'

School Outreach

"We live and work in a remote area which impacts our children's lives... Thanks to Dynamic Earth they are talking about STEM careers they wish for themselves.

To see the light in their eyes and hear the passion in their voice is truly something!"

Teacher

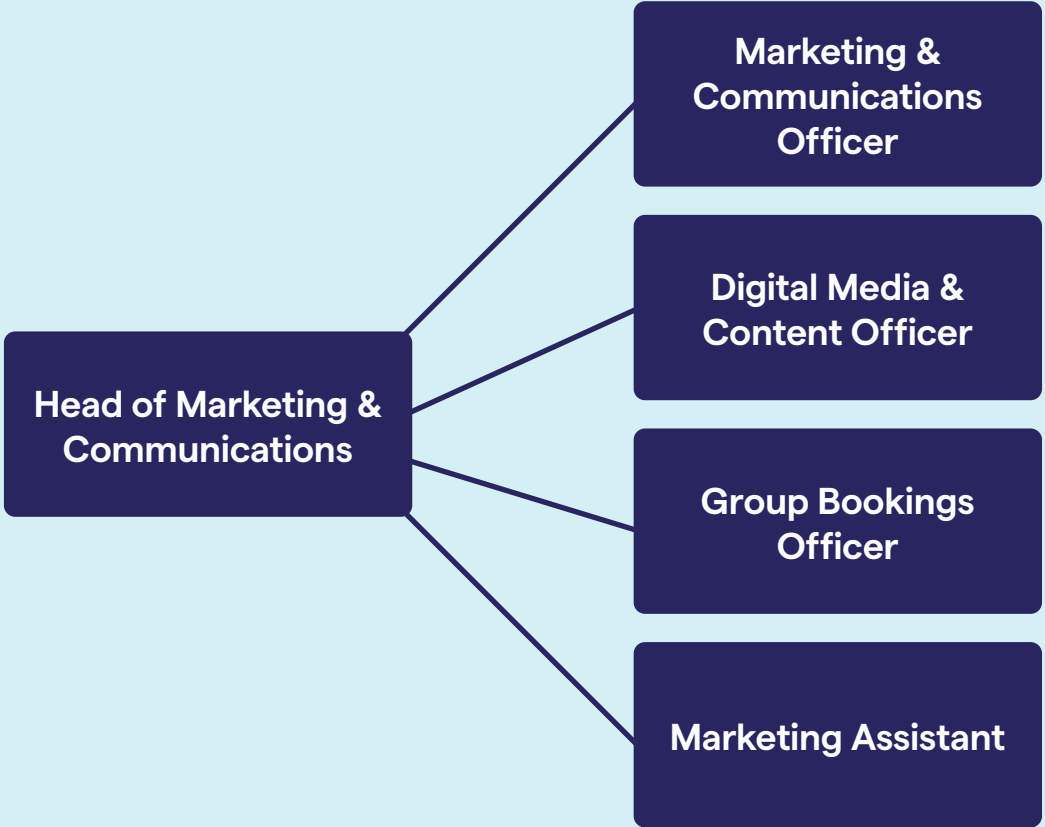


HEAD OF MARKETING & COMMUNICATIONS

The Head of Marketing and Communications will bring our mission to life by repositioning Dynamic Earth as a Scotland-wide Earth science engagement charity.

With a bold new brand, you will lead the development and delivery of the Marketing and Communications strategy and operational plans. The role requires a solid understanding of strategy execution, brand articulation, campaign planning and technical marketing excellence. You will push for new innovations and better ways to reach and engage with our audience. You will focus on driving measurement and efficiencies across all our channels, improving content, storytelling and brand recognition to achieve our strategic priorities and targets.

MARKETING & COMMUNICATIONS TEAM



JOB DESCRIPTION AND DUTIES

- 1 Create and oversee production and delivery of intergrated marketing campaigns to meet visitor numbers, school bookings, income targets and deliver audience development objectives. Lead on the development and implementations of our approach to media buying and channel management to optimise the use of our channels, whether owned, earned or paid.
- 2 As the strategic lead for communications and public relations, you will create compelling brand stories that connect with organisations, platforms and networks to build awareness and further our influence and reach. This includes national and local press, influencer networks, TV and radio, celebrity endorsements, etc.
- 3 Celebrate our values by understanding our brand proposition and positioning framework to help change attitudes to Dynamic Earth that drive people to engage with us. You will maintain our brand integrity and ensure organisational-wide adherence to our brand guidelines. You will articulate and develop key messages to reflect our charitable purpose, science credibility, the experience we offer to the public and the impact we make.
- 4 Oversee the development and growth of our digital marketing and communication approach through the evolution of our website content and by maximising our impact through social channels. Drive organic growth through SEO, affiliate programmes, influencers, email marketing and digital advertising opportunities to achieve greater customer reach and value for money.
- 5 Lead on audience development activities to attract, retain and cultivate a repeat engagement model with existing and new audiences. Oversee and analyse audience demographics and feedback using surveys, analytics and other tools to better understand our audiences and their motivations. Develop data-driven audience insight and metrics to identify new business opportunities, improve customer journeys and enhance decision making and planning of targeted marketing and communication activities.
- 6 Provide professional leadership and direction for the Marketing and Communications function, ensuring the team has the expertise and skills needed to deliver proactive, high

quality marketing services drawing on external best practice. Manage key relationships with marketing and PR agencies, as well as freelancers to make sure we receive good value for money and excellent results.

- 7 Foster strong, collaborative working relationships with colleagues across all departments at Dynamic Earth, ensuring teams receive professional marketing and communication advice and support to meet their organisational goals and targets. You'll also play an active role in our Extended Leadership team - building new ideas and better connectivity between function heads and their departments.
- 8 Agree annual marketing budgets and operational plans with the Director of Fundraising and Marketing and take

responsibility for tracking, approving and reporting on activities, performance and expenditure.



TERMS & CONDITIONS

Reports to:

Director of Fundraising & Marketing

Salary:

£42,000 – £45,000 p.a.
dependent on experience

Location:

Based at Dynamic Earth, with flexibility for home working in line with the job requirements. Some travel to attend meetings.

Hours:

Full time (37.5hrs/week), permanent. Ad-hoc evening and weekend work.

SKILLS, KNOWLEDGE AND ATTRIBUTES

Essential

- Minimum 5 years' experience in a marketing role, with 3 years management experience.
- Relevant marketing qualification.
- Able to demonstrate previous success in creating and executing multi-channel creative marketing and communication campaigns.
- An understanding of media relationships and press engagement.
- Experience managing and developing an organisation's brand profile.
- Impeccable written and verbal communicator, with the ability to excite and inspire.
- Excellent organisational skills with the ability to delegate, manage and prioritise tasks under pressure.
- Experience of recruiting, leading and motivating marketing and communication teams.
- Experience of devising operational plans and financial management, including budget preparation and control.

Desirable

- Professional membership of a marketing body e.g. Chartered Institute of Marketing (CIM).
- Experience in use of audience data, demographics and segmentation to improve customer relationship management.
- Knowledge of advances in digital marketing and advertising.
- Knowledge of Marketing and Communication compliance areas - charity legislation & governance, data protection, privacy policies, GDPR, license needs and records management.
- Customer focused with a strong track record of using consumer insights to inform the development of brand proposition, as well as marketing and communication activities.
- Experience of working for a visitor attraction and/or the third sector promoting charitable purpose and impact
- An empathy for what Dynamic Earth exists to deliver.

BENEFITS

- 34 days annual leave (which includes 9 bank holidays)
- Complimentary entry to Dynamic Earth for family and friends
- Free staff car-parking
- 25% Discount in the Dynamic Earth Gift Shop
- Subsidised meals from the Dynamic Earth Café
- Staff Canteen with complimentary tea and coffee
- Free entry to ASVA member visitor attractions (subject to conditions)
- Limited Gym Membership at MacDonald Holyrood Hotel (subject to conditions)
- Employee Values Awards
- Matched company pension contribution of 5%
- Confidential advice-line through our Employee Assistance Programme
- Life Assurance cover of 4 times annual salary
- Up to 3 years Critical Illness cover

HOW TO APPLY

Please send your CV to Sally Rae at Eden Scott.

Email: sally.rae@edenscott.com

Telephone: 0131 550 1138

Closing Date for CV's is 5pm on Friday 12 April 2024.

Interviews will be held on Thursday 02 May 2024.





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Dynamic Earth Charitable Trust (known as Dynamic Earth) is a registered Scottish Charity, SC020363, regulated by the Scottish Charity Regulator (OSCR). Company Reg No. SC138695