

REACH
FOR THE
STARS



Dynamic
Earth

CANDIDATE PACK
DONOR DEVELOPMENT
MANAGER

DYNAMIC EARTH.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 10 months have 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! We have a wonderful mix of funders and supporters that truly believe in the impact we make and fundraising will be key to helping us realise our strategic ambitions.

Now that some of the foundations are in place to progress our fundraising strategy to grow voluntary income and our supporter base – I'm looking to develop the right team to strengthen our fundraising abilities, in advance of capital fundraising to reimagine Dynamic Earth's Science Centre and exhibition within the next 3 to 5 years.

I'm seeking a proactive, energetic and enthusiastic fundraiser – who will drive growth and manage individual giving, focusing on our Patrons programme and Major Donors, to maximise unrestricted and restricted income and supporter engagement.

Could that fundraiser be you? 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

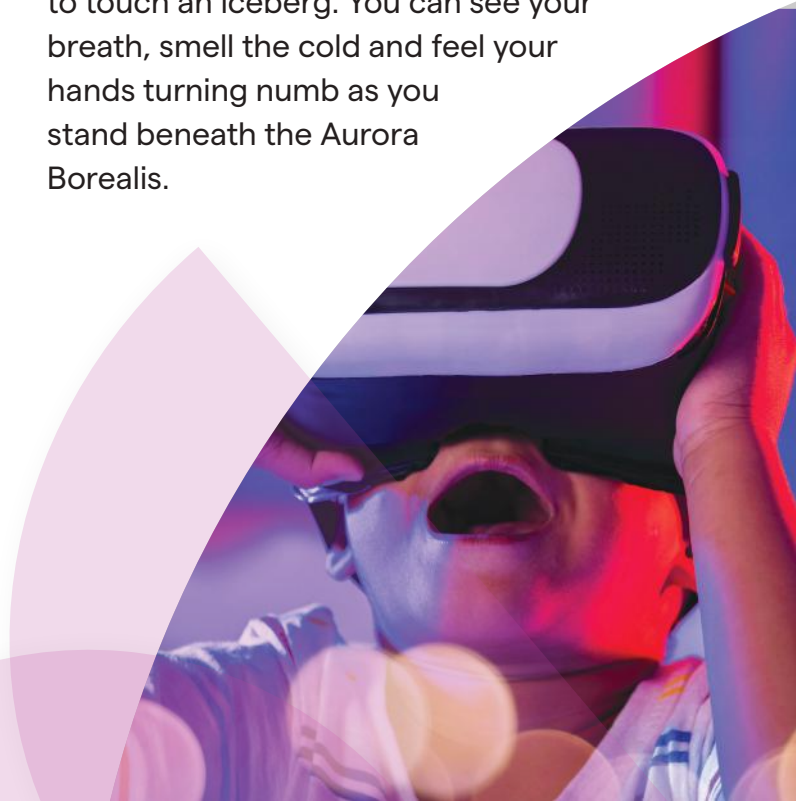
Science Centre

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



FUNDRAISING AT DYNAMIC EARTH

It all started with a big bang

Dynamic Earth was the first millennium project to open its doors to the public in 1999, thanks to a successful fundraising campaign.

It cost £34million to design and construct with support from the Millennium Commission, in association with The Heritage Lottery Fund and the Scottish Government. It also attracted considerable support from a variety of grant givers and major donors, many of whom continue to support our work today.

In 2016, fundraising was introduced to the income mix once again, and over £2million has been raised to support elements of our science learning, community and outreach activities.

It has also delivered a number of successful capital projects including the *Discover the Deep* Gallery and our Planetarium project. Fundraising also enabled us to provide a permanent home for Luke Jerram's artwork *Gaia*, which perfectly blends art and science using detailed NASA imagery to give Dynamic Earth visitors a spectacular and compelling perspective of our home planet.

Towards a new chapter

With the launch of the new 10-year strategy, fundraising will make an even more significant contribution to realising our bold ambitions. So, we need a team in place that will deliver on our fundraising plans.

Over the next 2-3 years our focus will be on significantly growing sustainable income and expanding our supporter base. This will help us ensure our financial sustainability and get us ready to launch our biggest capital fundraising campaign to date – to reimagine our Science Centre and exhibition.



What the team will look like

Presently we're looking for two new team members to join us to launch our new fundraising approach.

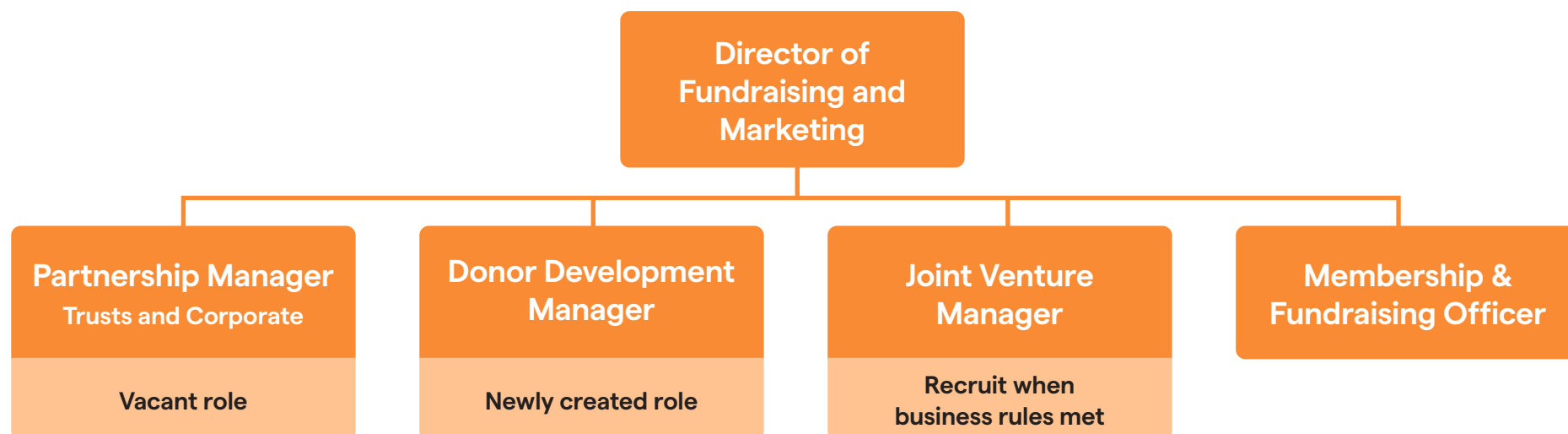
A third role will be added in the future to develop and secure joint ventures with organisations involved in science engagement and sustainability initiatives. In the meantime, this area will be led by our CEO, Mark Bishop.

Who you will work with

As Donor Development Manager you will be responsible for identifying prospects, building donor relationships, and generating significant funds from high-net-worth individuals.

You will develop individual giving products to drive recruitment to build high-level regular gifts and major donations. You'll deliver exciting

stewardship events for our philanthropic supporters to provide quality engagement experiences that build strong repeat support from individuals committed to our cause and the impact we make.



JOB DESCRIPTION AND DUTIES

Donor Development Manager

- 1 Understand Dynamic Earth's strategic priorities and funding needs, including core funding, projects and capital expenditure; to develop individual giving products and write compelling fundraising proposals, campaigns, materials and case studies to secure donations and support
- 2 Identify and research major donor prospects who have an affinity with Dynamic Earth's work, to develop and maintain a robust prospect pipeline of Patrons, Regular Givers and Major Donors to support our core work and projects.
- 3 Create and manage a rolling programme of approaches to new and existing supporters, by scheduling meetings and making high-value asks to recruit Patrons, regular high-level gifts and one-off major donations to meet annual targets and secure a robust pipeline of future funding pledges.
- 4 Cultivate and manage a growing portfolio of high-value supporters, by providing excellent stewardship and relationship management to maximise income generation. Provide updates to donors through regular meetings and visits in order to retain long-term continued support. Lead on engagement events to support donor recruitment and retention.
- 5 Promote Dynamic Earth's charitable purpose and gain recognition for the impact made by our work with internal and external stakeholders by attending networking events, delivering presentations and providing content for our marketing and communication needs.
- 6 Build strong internal relationships with relevant stakeholders to ensure high value supporters are managed appropriately and effectively, as well as providing professional funding advice and support to senior colleagues to ensure relationships are supported at the highest level.
- 7 Provide regular performance updates and reports to the Director of Fundraising and Marketing, and contribute to fundraising strategy development, the fundraising committee, annual plans, budgets and other fundraising duties as required.

TERMS & CONDITIONS

Reports to:

Director of Fundraising & Marketing

Salary:

£37,500 – £40,000 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

- 3 years relevant experience in a similar role, ideally working with high-value donors, members or patrons.
- Be able to demonstrate previous success in securing high-level donations to meet targets.
- Exceptional verbal and written communicator, with the ability to excite and inspire.
- Ability to network and connect with different people to influence and negotiate support.
- Well organised with excellent attention to detail and ability to prioritise workload.
- Self-motivated and confident to work with autonomy.
- Financially literate with a good knowledge of the Microsoft Office Suite and CRMs.

Desirable

- Experience of growing membership/patron programmes, managing regular giving and delivering quality engagement experiences.
- Understanding of fundraising practice and trends within the individual giving market.
- Understanding of pipeline management to grow major giving.
- Knowledge of fundraising procedures and record keeping in line with the Code of Fundraising practice, charity legislation, Gift Aid and GDPR.
- A professional or personal interest in science, earth science and environmental issues.
- An empathy for what Dynamic Earth exists to deliver.

BENEFITS

Key benefits of the role include:

- 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

For further information or to arrange a confidential discussion about the vacancy, please contact Alan Surgeon at AWS Executive:

Email: alan@awsexecutive.com

Telephone: 0779 595 4029

Closing Date for Applications is 5pm on Monday 29 January 2024.

Suitable applicants will be invited to apply via the microsite link below with a CV and 2 page covering letter outlining their suitability for the post

Interviews will be held on Thursday 08 February or Friday 09 February 2024.

Apply here





Dynamic Earth



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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