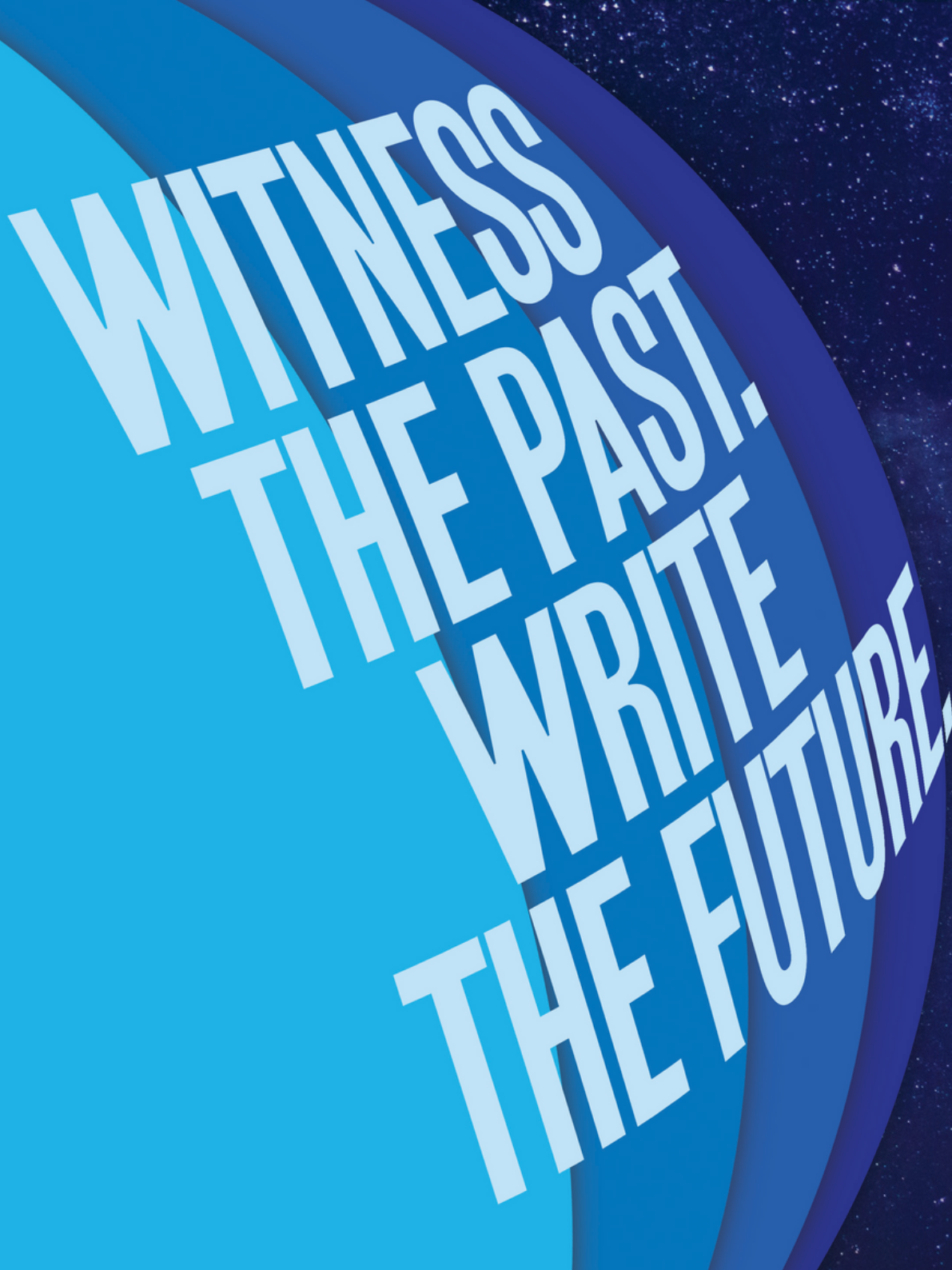




Dynamic
Earth

CANDIDATE PACK
CHIEF EXECUTIVE OFFICER

[DYNAMICEARTH.ORG.UK](https://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.

2025 is an epic year for us – as we celebrate 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 and what we can do about it.

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.

We are looking for an experienced and ambitious leader, harnessing revenue generation as a premier visitor attraction and hospitality venue to deliver our strategic purpose in science engagement and inspire our stakeholders. Supported by an energetic and innovative leadership team you will be committed to shared decision making and a pragmatic appetite for risk.

You will be skilled in external stakeholder management and building innovative and productive partnerships to expand opportunities, create new revenue streams and share risk. If you are passionate about the future of the planet which is our only home, please do get in touch.

Best Wishes

Professor Sir Pete Downes
Chair of the Board of Trustees



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.

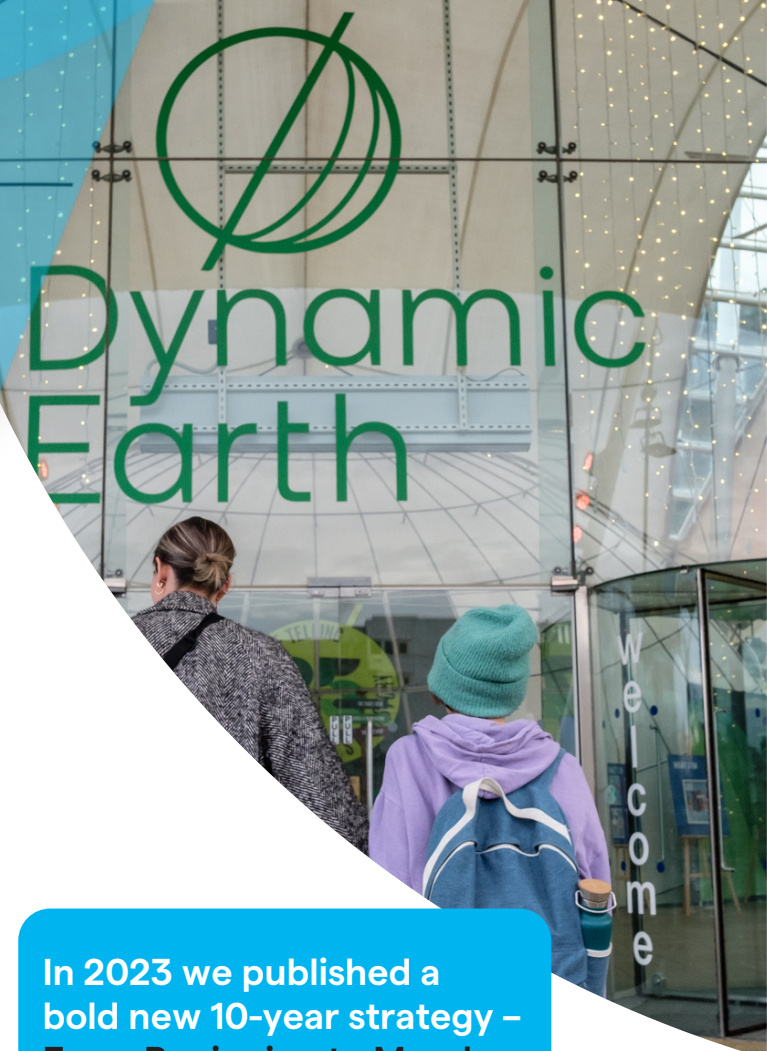
We do this by providing compelling engagement at our world-class Science Centre in Edinburgh, as well as through our learning and engagement programmes across Scotland.

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.
- 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 and the means to avert it.

In 2023 we 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.



WHAT INFORMS OUR APPROACH

In the face of a climate and ecological crisis, we empower people with an understanding of the Earth and its future. We do this by providing compelling engagement at our science centre in Edinburgh and learning programmes across Scotland. We are driven by a positive belief: people of all ages and backgrounds can be the problem-solvers of the future.

Our Vision

A positive future for our planet.

Our Mission

To empower people with understanding and empathy for the Earth.

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 how we manage personal data and 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.



LEARNING AND ENGAGEMENT

The Learning and Engagement directorate creates and delivers a broad range of events and experiences with schools and public audiences, and through community and planetarium programmes. Our expert team of science communicators bring Earth and environmental science to life through a diverse range of sessions tailored to the needs of our audiences.

Schools and Public Programmes

Every year, we engage with over 40,000 learners across our school programmes, through on-site visits to the centre, outreach off-site to schools and science festivals, and online workshops. We support all levels of the Curriculum for Excellence with diverse engagement opportunities for learners aged 3-18. These include science storytelling, outdoor field skills sessions and interactive workshops using real scientific data. By immersing learners in practical activities and supporting practitioners, we deliver national educational priorities both locally and nationally.

Our public engagement programmes reach families through our science clubs and early years programmes. We also run regular holiday clubs connecting young people with neighbouring Holyrood Park, inspiring wonder in our surroundings and engaging them directly with a Site of Special Scientific Interest right on our doorstep. We connect visitors with hundreds of scientists every year, through Meet the Scientist takeover events and collaborative working with science festivals and academic partners.





Community Programmes

In line with our strategic goal to reach more people in more ways, our community engagement programme works with a diverse range of audiences facing barriers to engaging with science centres, and who may feel disconnected from science. This is achieved through bespoke in-person workshops at the centre as well as outreach to community partners throughout the year, in addition to our Community Discovery Pass programme which enables free access to the centre for groups that otherwise wouldn't be able to visit and experience Dynamic Earth. Through these programmes we connect with over 3,000 underserved and underrepresented people annually.

Planetarium Programmes

Edinburgh's only planetarium, with its state-of-the-art projection and sound systems, takes visitors on interstellar journeys through the cosmos, with a programme of live presenter-led shows developed in-house, complemented by a range of 360° full-dome films. Throughout the year, our live stargazing show "What's Up?" changes with the seasons, ensuring we share astronomical new discoveries as we gaze into the night sky with visitors – and we run regular 'Planetarium Lates' events exclusively for adults, including film screenings and even Fringe shows. We also have live shows focused on ocean exploration and our changing climate, meaning not only do we tell the story of Earth's place in the cosmos, but also our relationship with Earth itself.

FUNDRAISING

The fundraising team aims to grow and diversify Dynamic Earth's income, build a strong network of engaged supporters, and secure long term financial sustainability in line with our 10-year strategy.

We receive funding from a range of sources including the Scottish Government, trusts and foundations, corporate sponsors, major donors, patrons, and our newly re-launched Membership scheme. These funds support our Learning & Engagement programmes and have enabled successful capital projects including our Discover the Deep marine gallery and Luke Jerram's Gaia, an installation blending art and science that has become an iconic feature of Dynamic Earth.

Throughout the year we send regular communications and host events to connect with our supporters and attract potential funders. We've delivered exclusive sponsor family days, regular Member Planetarium screenings, an annual drinks reception and dinner, special events and more.

You will play a key role in supporting our income generation efforts by strongly championing fundraising in a number of ways: building valuable donor relationships, offering strategic input in major funder meetings, hosting and attending events, and leveraging Board and network connections to help develop Dynamic Earth's fundraising potential. You will also drive the strategic direction of the organisation and further Dynamic Earth's vision and mission, which in turn allows the Fundraising team to create a compelling and clear case for support.



DYNAMIC EARTH EVENTS

At Dynamic Earth, we're thrilled to host numerous events each year, with a vibrant focus on science and sustainability!

Each event is a testament to our commitment to fostering a deeper understanding of our planet while championing sustainable practices. From engaging science fairs and interactive workshops to eco-friendly conventions and green initiatives, we prioritize creating experiences that inspire and educate. Our dedication to these principles ensures that every event not only delights our guests but also promotes a sustainable future. Join us in celebrating innovation, education, and environmental stewardship at our dynamic array of events!

Dynamic Earth has been awarded the Green Meeting and Green Tourism Gold Awards, underscoring our commitment to sustainability.

Conferences and Meetings

Our Biosphere can host up to 300 people for a conference and can be split into two smaller rooms. Both rooms are equipped with the latest technology and supported by a professional events team. We also have a selection of small meeting rooms for breakout groups.

Dinners and Receptions

Our stratosphere has space for up to 550 for a banquet or dinner dance. We can transform the Stratosphere into any colour with our state-of-the-art LED colour change lights. Our Ozone is a soundproofed space and can be used as a dance floor or independently as a drinks reception, breakout room or smaller dinner space.



VISITOR EXPERIENCE

The Visitor Experience department at Dynamic Earth plays a pivotal role in shaping the customer journey, ensuring that every visitor encounter—from arrival to departure—is engaging, informative, and memorable.

The team delivers a world-class, immersive science centre experience that spans the Big Bang to the future of our planet and the depths of the ocean to the heart of the rainforest, using storytelling and interactivity to bring Earth's story to life.

There is a vibrant programme of themed events—ranging from festive Santa experiences and springtime animals to bat-themed trails and Wallace and Gromit adventures—which encourages repeat visits and enhanced audience engagement.

Maintaining excellence is a core priority, with the department playing a key role in upholding Dynamic Earth's prestigious 5-star rating from VisitScotland and meeting the rigorous standards of the ASVA Quality Assurance Scheme. With a strong focus on accessibility, inclusion, and continuous improvement, the Visitor Experience team ensures that every visit supports the organisation's mission to inspire a positive future for our planet.



COMMERCIAL DEPARTMENT

The Commercial team at Dynamic Earth plays a vital role in enriching the overall visitor journey, ensuring that the shop and café are not just amenities, but integral parts of the educational and immersive experience.

In the shop, sustainability is at the heart of product choice. Carefully curated items reflect the themes of the galleries, giving visitors the chance to take home meaningful, eco-conscious mementos that extend their learning beyond the visit.

The café goes beyond feeding bellies—it feeds minds. With a menu that champions seasonality, local sourcing, and low-waste practices, the café becomes a platform for informal learning.

Both the shop and café are closely tied to Dynamic Earth's vibrant programme of seasonal themed events. These connections create rich opportunities for cross-promotion and increased secondary spend. Whether it's a fungi-inspired lunch special or a bat-themed gift, every interaction is crafted to be memorable, meaningful, and aligned with our mission to inspire a deeper connection with the natural world.

By embedding sustainability, education, and creativity into every commercial touchpoint, the Commercial team ensures that every purchase and every plate supports Dynamic Earth's vision of inspiring a positive future for our planet.



KEY INFORMATION

Headcount

- 130 Staff
 - 45 Salaried
 - 85 Hourly (Full & Part Time)

Budgets

- Total Expenditure is £5-6 million
 - Staffing is £3 million

Visitor Numbers

- 100,000 Public
- 35,000 Schools
- 9,000 Planetarium Lates

Turnover

- £1.5 million Ticketing & Gift Aid
- £1 million Secondary Spend
- £1.4 million Corporate Events
- £1 million Government Funding
- £450,000 Fundraising Target (50% projects and 50% unrestricted)



CHIEF EXECUTIVE OFFICER

Purpose of the Role

To provide overall leadership for Dynamic Earth, connecting Board and Leadership teams through a compelling strategy, clear delivery and effective reporting.

CEO

Corporate Services
Director

Head of People &
Culture

Head of Finance

Head of Building
Services

Fundraising &
Marketing Director

Head of Marketing &
Communications

Fundraising Manager

Partnership Manager

Visitor Experience &
Events Director

Head of Hospitality

Visitor Experience
Manager

Commercial Manager

Science Learning &
Engagement Director

Head of Learning &
Engagement



JOB DESCRIPTION AND DUTIES

- 1 **Delivery of Charity Purpose** - You will ensure there is effective delivery of the charity's Mission to empower people with an understanding and empathy for the Earth.
- 2 **Strategy and Governance** - You will work closely with the Chair and wider Board of Trustees to ensure there is a clear strategy, delivery plan and reporting framework.
- 3 **Annual Delivery Plan** - You will oversee the development and delivery of the annual operating plan, and associated business plan.
- 4 **People Management** - You will foster a shared leadership approach to decision-making and support each leader's delivery of their functional responsibilities.
- 5 **Organisational Development and Culture** - You will lead on shaping the structure, operating models and business processes across the organisation, ensuring that a strong values-led culture underpins all we do.
- 6 **Representation and Media Work** - You will ensure there is a clear stakeholder network, regular updates to key contacts and staff, and effective media presence.
- 7 **Financial Oversight and Risk Management** - You will work closely with the Corporate Services Director to ensure financial sustainability while identifying and mitigating potential risks to the organisation.
- 8 **Fundraising Support** - You will work closely with the Fundraising and Marketing Director to support with fundraising development and enhancing relationships with donors and patrons.
- 9 **Gallery Transformation and Redevelopment** - You will oversee a continual process of gallery improvement and redevelopment drawing on stakeholder expertise and coordinating internal resources to update and transform our exhibition.

TERMS & CONDITIONS

Reports to:

Chair of the Board

Salary:

Circa £120,000 depending 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 Skills

- **Leadership Experience** - You will have extensive experience of working with a Board of Trustees and leading a senior team.
- **Organisational Development and Values-Led Approach** - You will be experienced in leading and securing support for change and innovation.
- **Commercial Acumen** - You will be experienced in developing business plans and monitoring in-year performance against plan.
- **Communication Skills** - You will be experienced at handling media enquiries, public speaking and leading wider communication plans.

If you're excited about this role but don't meet every requirement, we'd still like to hear from you. We'd also like to offer any support you need to be your best through the application process, so just let us know what you might need.

Desirable Skills

- **Charity Sector** - You will have extensive experience of representing leading charities to develop and deliver their charitable purpose.
- **Visitor Attractions** - You will have extensive experience of managing public-facing engagement propositions
- **Visitor Attraction Leadership** - A professional or personal interest in earth science and an empathy for what Dynamic Earth exists to deliver.
- **Local Industry Awareness** - Knowledge of the Scottish business, education and charity marketplaces.

BENEFITS

Key benefits of the role include:

- Company Car (Electric Vehicle)
- 34 days annual leave (which includes 9 bank holidays)
- Matched company pension contribution of 7%
- Life Assurance cover of 4 times annual salary
- Up to 3 years Critical Illness Cover
- Confidential advice-line through our Employee Assistance Programme
- Free secure staff parking
- Free entry to ASVA member visitor attractions
- Limited Gym Membership at Marriott Holyrood Hotel
- Employee Values Awards
- Complimentary entry to Dynamic Earth for family and friends

HOW TO APPLY

For further information or to arrange a confidential discussion about the vacancy, please click [here](#) or contact Alan Surgeon and Donna McKay at AWS:

Email: alan@awsexecutive.com

Email: donna@awsexecutive.com

Closing Date for Applications is 12 noon on 13th October 2025

Interviews will take place week commencing 3rd November 2025





Dynamic
Earth



DYNAMICEARTH.ORG.UK

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