

WITNESS  
THE PAST.  
WRITE  
THE FUTURE.



Dynamic  
Earth

**CANDIDATE PACK**  
**SCIENCE LEARNING &**  
**ENGAGEMENT DIRECTOR**

**DYNAMIC.EARTH.ORG.UK**

Scottish Charity No. SC020363

# 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 25<sup>th</sup> 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.

Getting the science and engagement right in all that we do is essential. Our Science Learning & Engagement Director is a key role in this regard. We are looking for an expert who can bring earth science to life to a wide range of audiences, in a varied range of ways. Public engagement at our science centre and planetarium needs the science storytelling to be right, and the ways of bringing it to life need to be compelling too. Schools, community and outreach programmes need clear strategies, delivery plans, partnerships – and brave new engagement concepts are needed to push the boundaries



in pursuit of inspiring the problem-solvers of tomorrow to step forward today.

As well as leading on science engagement, we are looking for a leader who can form part of a leadership team committed to shared decision-making, innovation, change and taking measured but audacious risks. We are not looking for a run-of-the-mill mindset. We want emotionally intelligent rule-breakers and ideas makers.

We want to find the right person who is out of this world in terms of skills, attitude and ideas. Are you that leader? If I have stimulated your intrigue, then please get in touch.



Best Wishes

A handwritten signature in black ink, appearing to read 'Mark Bishop'. The signature is stylized with a large, sweeping flourish that extends to the right.

**Mark Bishop**  
CEO



# 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.

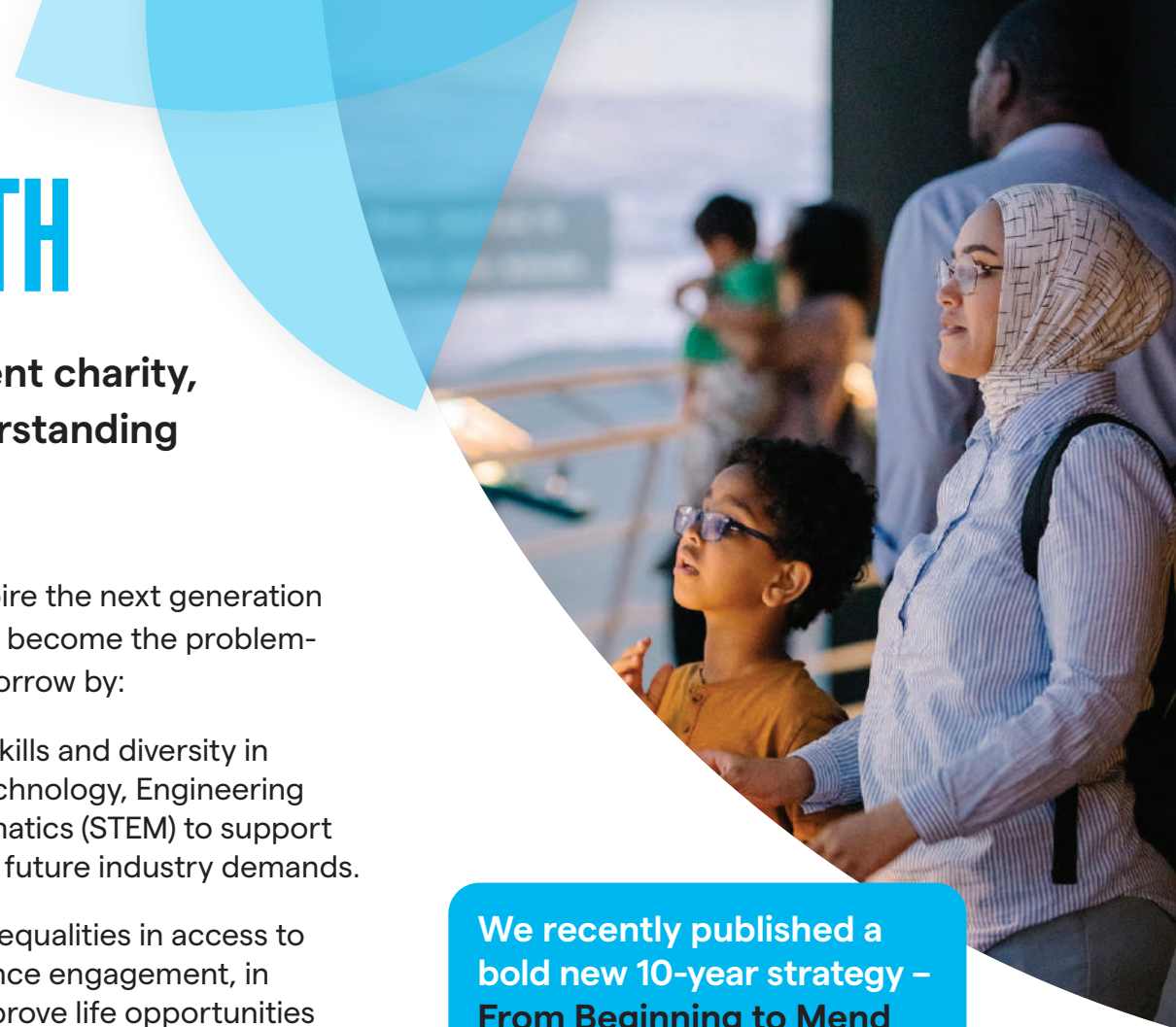
We do this by providing compelling engagement at our world-class Science Centre in Edinburgh, as well as through our learning and engagement programmes across Scotland.

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.





# JOB DESCRIPTION AND DUTIES

## Science Learning & Engagement Director

To lead strategy and delivery for science engagement across public, schools, community and outreach programmes. Increasingly you will focus on engagement specific to climate crisis and sustainability themes.

- 1 Strategic leadership** – You will form a key part of the senior leadership team, working closely with the Board on strategy and delivery for all charity matters.
- 2 People management** – You will model effective leadership across the charity as well as directly managing the Learning & Engagement Directorate.
- 3 Lead on scientific policy** – You will ensure there is a robust approach to scientific accuracy in all of the Charity’s messaging and engagement activities.
- 4 Manage strategy and delivery for learning, outreach and community** – You will ensure we maximise the quality and range of earth science engagement we deliver.
- 5 Provide science guidance** to the Science Centre & Planetarium teams to ensure all galleries, exhibitions and activities are accurate as well as compelling. This will include leading on the science storytelling for future gallery redevelopments.
- 6 Stakeholder representation** – You will ensure we have strong connections with relevant government agencies and science experts in academia and industry
- 7 Other Responsibilities** — You will provide effective leadership for new opportunities and issues, including helping to strategically reimagine the Edinburgh science centre



# TERMS & CONDITIONS

## Reports to:

CEO

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## Salary:

£60,000 – £65,000 p.a.  
dependent on experience

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## Location:

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

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## Hours:

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

# SKILLS, KNOWLEDGE AND ATTRIBUTES

## Essential

- STEM engagement experience – We are looking for a leader with demonstrable STEM experience. You will know how to deliver science-specific engagement.
- Science degree – You will have a formal science education background, preferably specific to earth science and related fields.
- Leadership experience – You will know how to form part of a shared leadership team, as well as provide effective functional leadership to a directorate team.
- Strategy and policy – You will have extensive experience at developing strategies, and building a library of supporting policies to shape delivery.
- Formal learning environment – You will understand the structure of formal learning across Scotland and know how to ensure an organisation can align with the existing educational framework

- Excellent communication skills – You will be very experienced at handling speeches, podcasts, media opportunities to further an organisation's reputation and aims.

## Desirable

- A professional or personal interest in earth science and environmental issues
- An empathy for what Dynamic Earth exists to deliver
- Experience in working for an organization that runs one or more visitor attractions as part of its overall proposition.

# 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 7%
- 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 Sally Rae at Eden Scott:

**Email:** [sally.rae@edenscott.com](mailto:sally.rae@edenscott.com)

**Telephone:** 0131 550 1138

**Closing Date for Applications is 5pm on Tuesday 26 March 2024.**

The logo for Eden Scott, featuring the word "edenscott" in a lowercase, sans-serif font. The "eden" part is in white and the "scott" part is in a light green color. The logo is set against a black rectangular background.





Dynamic  
Earth



**DYNAMIC EARTH.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