

# Director of Development and Communications

Recruitment Pack 2024

“All known life depends on plants, yet approximately 45% of the world’s plant species are threatened with extinction. In this context, the skills, ambition, and ingenuity of botanic gardens are more crucial than ever. The Royal Botanic Garden Edinburgh is a global leader in plant research, education, and horticulture, dedicated to shaping a better future. We are the custodians of the National Botanical Collection, provide high-quality scientific evidence to drive impactful conservation action, and enrich individuals and communities through transformative learning and engagement.”

Simon Milne MBE FRSE

Regius Keeper, Royal Botanic Garden Edinburgh

**ROYAL  
BOTANIC  
GARDEN  
EDINBURGH**



# Who we are

The Royal Botanic Garden Edinburgh (RBGE) explores, conserves, and explains the world of plants.

RBGE is a world leading botanical institute and international visitor attraction taking positive action for plants and people; from local communities across Scotland, to more than 40 countries around the world. Our priority is to tackle the biodiversity crisis and the climate emergency and support the conservation and sustainable use of biodiversity. Our work builds on over 350 years of history as a scientific botanic garden, a centre of excellence for plant conservation and education, the globally important botanical collections in our care, and our extensive international partnerships.

Our four Scottish gardens – Benmore, Dawyck, Logan and Edinburgh – attract over a million visitors every year. Together, these gardens comprise one of the richest plant collections on earth. As a registered Scottish charity, Non Departmental Public Body and academic institution, the Royal Botanic Garden Edinburgh is funded by the Scottish Government, research grants, commercial operations and philanthropy.

Our Executive team is a small and dynamic group of people driven by our vision to create a positive future for plants, people and the planet. We are seeking a Director to join this team to lead and inspire our Development and Communications division and to play a crucial role in advancing our mission by driving income growth, cultivating key donor relationships, and elevating the organisation's visibility.

This is a unique chance to join a forward-thinking, mission-driven organisation, to help shape the future of RBGE and help address the world's environmental challenges.

More details on our plans can be found at:

[www.rbge.org.uk/about-us/who-we-are/corporate-information/](http://www.rbge.org.uk/about-us/who-we-are/corporate-information/)

Director of Development and Communications



# Who you are

This pivotal role is perfect for a driven and visionary leader who seamlessly integrates fundraising, innovative marketing, and impactful communications to achieve measurable results.

You will thrive on engaging diverse audiences, showcasing your strong networking skills through a proven track record of securing substantial philanthropic support. As a natural communicator, you can distil complex information into clear, impactful messages tailored to a broad range of stakeholders. Your collaborative leadership abilities will empower you to motivate and inspire your team to achieve high performance.

With a passion for the environmental agenda, you are a strategic thinker with proven success in developing and implementing effective fundraising and marketing campaigns. In this high-profile role, you will skilfully manage competing priorities while maintaining a strong focus on achieving meaningful outcomes and impact.

You will adopt an innovative approach and work collaboratively with colleagues, building and nurturing strong working relationships at all levels of the organisation and with external stakeholders.

We expect you to be a proactive team player, leading from the front at a strategic level. You will take pride in the welfare, inclusivity, and development of your team, inspiring the next generation of leaders within our Development and Communication departments. As a member of our Executive Team, you will embrace the significant leadership role this position entails, seizing the opportunity to support us in achieving our vision and mission.



# Job description and person specification

## Purpose

The Director of Development and Communications is responsible for generating philanthropic income, maximising fundraising opportunities, and developing comprehensive marketing and communication strategies to support RBGE's vision, mission, and corporate goals.

## Key responsibilities

### Fundraising

- **Identify New Income Streams:** Proactively research and explore new fundraising opportunities through horizon scanning, benchmarking, donor research, and building the donor pipeline.
- **Enhance Existing Initiatives:** Continuously improve and optimise major giving initiatives (trusts, individual gifts, patrons' programme, corporate partnerships, statutory grants) and individual giving streams (legacies, visitor contributions, appeals, memberships, commemorative programmes), nationally and internationally.
- **Lead Major Gift Programme:** Oversee efforts to secure large gifts from trusts, corporations, philanthropists, and statutory sources, including managing a personal portfolio of major and principal gift prospects.
- **Edinburgh Biomes Campaign:** Lead the strategy for this key fundraising campaign, collaborating closely with colleagues responsible for project delivery.
- **Foster Key Relationships:** Develop and maintain strong relationships with major donors, corporate partners, senior stakeholders, RBGE Trustees, Botanics Foundation Trustees, and senior volunteers to support long-term fundraising goals.
- **Organise High-Profile Events:** Lead the planning and execution of major philanthropic events that align with RBGE's objectives.
- **Fundraising Infrastructure:** Build systems and processes to support fundraising success, ensuring effective tracking, reporting, and performance monitoring.
- **Support the Botanic Foundation:** Partner with the Director of Resources and Planning to support the fundraising ambitions of the Botanic Foundation.

### Visitors and Membership

- **Grow Membership & Patronage:** Lead efforts to increase membership and patron recruitment and retention, integrating these initiatives with fundraising campaigns.
- **Engage Garden Visitors:** Inspire philanthropic giving through strategic communications, contactless donations, membership recruitment, and visitor-focused events.
- **Integrate with Public Engagement:** Ensure alignment of fundraising activities with public engagement programmes to create opportunities for donor involvement.





## Marketing and Communications

- **Elevate RBGE's Profile:** Strengthen the RBGE brand and raise awareness and profile of its activities among diverse stakeholders, including:
  - The general public
  - Current and potential partners, supporters, and donors
  - Scottish and UK Governments
  - Horticultural, botanical, and educational networks
- **Communications Strategy:** Oversee the development and execution of a comprehensive marketing and communications strategy aligned with RBGE's goals.
- **Brand Management:** Implement recommendations from the strategic brand consultation and address future branding needs by analysing market trends.
- **Content Development:** Oversee the creation of key messaging for target audiences and communication channels.
- **Build Relationships:** Lead efforts to engage internal and external brand ambassadors and key influencers.
- **Measure Impact:** Define and monitor key metrics to assess the success and impact of communications initiatives.
- **Internal Communications:** Manage and improve internal communication for staff and volunteers.



## Strategy, Finance, and Planning

- **Development Strategy:** Review, enhance and implement the RBGE Development Strategy, including a dedicated fundraising and communications plan for the continuation of the Edinburgh Biomes Campaign.
- **Financial Oversight:** Take full responsibility for the financial management of the Development and Communications Division, supporting direct reports in creating operational plans and budgets as part of RBGE's corporate planning process.

## Leadership, Governance, and Representation

- **Lead the Division:** Provide leadership and management to ensure the Division meets RBGE's objectives, growing philanthropic income and delivering effective marketing and communication services.
- **Executive and Leadership Role:** Participate in RBGE's Executive and Senior Leadership teams to contribute to the development and delivery of strategic and operational plans.
- **Governance and Compliance:** Establish appropriate governance groups and ensure compliance with data protection regulations for fundraising and marketing activities.
- **Reporting:** Prepare timely reports and papers for various stakeholders, including RBGE's Board of Trustees and Botanic Foundation meetings, as well as contribute to the Annual Report, quarterly performance reviews, and risk registers.
- **Representation:** Represent RBGE at national and international meetings and events and assist with hosting official visits.
- **Additional Duties:** Undertake other tasks as agreed with the Regius Keeper.



# Skills, Knowledge and Experience

## Essential

### Skills and Competencies

- Strong strategic thinking with the ability to develop and implement both long-term and short-term plans
- Excellent leadership and management skills, with experience in building and motivating high-performing teams
- Highly effective communicator, with the ability to inspire, influence, and engage diverse audiences, including donors, stakeholders, and staff, and able to communicate complex topics to a broad audience
- Strong financial acumen with experience in budget management, financial reporting, and understanding of fundraising performance indicators
- Strong organisational skills with the ability to manage multiple priorities, work under pressure, and meet deadlines
- Detailed knowledge of managing fundraising operations activities, including CRM systems .

### Personal Attributes

- A highly motivated and results-driven individual with a passion for driving income growth and brand visibility in support of an organisation's mission

- An influential and collaborative leader who is confident in representing the organisation to senior-level stakeholders and external audiences
- A proactive and adaptable approach to challenges and opportunities, with a commitment to continuous improvement
- Aligned with RBGE's values with a commitment to upholding the mission and vision of RBGE
- Flexibility to travel nationally and internationally for donor meetings and events, and to represent the organisation at relevant forums

### Experience

- Proven track record of securing significant philanthropic income at levels of five to eight figures, including major and principal gifts from a range of sources (trusts, individual philanthropists, corporates, statutory bodies)
- Demonstrable experience in developing and implementing successful marketing and communications strategies
- Experience managing high-level relationships with donors, trustees, government bodies, and stakeholders
- Experience working at a senior leadership level, including financial management, strategic planning, and team leadership

### Other Essential Requirements:

- Willingness to work flexible hours, including attending events outside of standard working hours
- Commitment to diversity, equity, and inclusion principles
- Educated to degree level or with equivalent professional qualification/experience





## Desirable

### Skills and Competencies

- Proficiency in digital fundraising platforms, customer relationship management systems, and audience development tools
- Experience of working in the fields of science, education, biodiversity, or environmental organisations

### Experience

- Experience in media relations and the development of contacts with media members, influencers, and community/industry leaders
- Experience in managing communication campaigns and strategies for organisations or clients
- Experience overseeing membership programmes, donor engagement, and visitor engagement strategies to drive philanthropic income



# Pay and benefits and how to apply

We offer a generous employment package:

- Starting salary £86,716 - £95,196 (subject to experience)
- Membership of the civil service defined benefit pension scheme
- 25 days holiday entitlement on appointment, increasing to 30 days after 5 years of service, with the option to buy additional holidays
- 11.5 days of public and privilege holidays annually
- Discounts in our shop, restaurants, and cafes
- A range of staff support mechanisms, including an Employee Assistance Programme, cycle to work and staff discount schemes
- A range of family-friendly options to support work-life balance, including flexible working arrangements, enhanced contractual maternity, paternity, adoption, and shared parental leave, and career breaks.

Relocation allowance available if required.

## How to apply

To apply please email [recruitment@rbge.org.uk](mailto:recruitment@rbge.org.uk) with:

- your CV
- a covering letter outlining the skills, knowledge and experience you would bring to the post
- a digitally completed equal opportunities questionnaire: [linked here](#)

Closing date: Midday Monday 25 November 2024

Interviews: Thursday 12 December 2024

To arrange an informal discussion about the post, please contact Jennifer Martin at [jmartin@rbge.org.uk](mailto:jmartin@rbge.org.uk)

[www.rbge.org.uk/about-us/working-with-us/](http://www.rbge.org.uk/about-us/working-with-us/)

The Royal Botanic Garden Edinburgh is a charity (registration number SC007983).