

Head of Engagement

Recruitment Brochure 2024

All life depends on plants. They sustain whole ecosystems, feed us, keep us healthy, stimulate our minds and nurture our wellbeing, and yet, the Earth's rich diversity of plant life is rapidly disappearing. At a time when around 45% of the world's plant species are at risk from extinction our work is more important than ever"

Simon Milne MBE FRSE

Regius Keeper, Royal Botanic Garden Edinburgh

**ROYAL
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Who we are

The Royal Botanic Garden Edinburgh (RBGE) is one of the top botanic gardens in the world. Founded in 1670, RBGE is home to one of the world's best living collections of plants (13,500 species), a herbarium of three million preserved specimens and one of the UK's most comprehensive libraries.

Nationally, we are a key contributor to Scotland's response to climate change and biodiversity loss, guided by a range of key policies including the Environmental Strategy for Scotland 'One Earth. One home. One shared future' and 'Securing a Green Recovery on a path to Net Zero'. Globally we work collaboratively with partners across the world to ensure the sustainable use of plant biodiversity and promote planetary health and a green recovery.

We advance collections-based biodiversity research and education across a wide spectrum of organisms and geographical regions.

This range, coupled with RBGE's partnerships with government, national and international HE institutions and research institutes, provides an essential platform for tackling some of the world's most pressing environmental challenges.

We are also a leading visitor attraction. Our four Gardens: the flagship Royal Botanic Garden Edinburgh; Benmore Botanic Garden in Argyll, Dawyck Botanic Garden in the Scottish Borders and Logan Botanic Garden in Dumfries & Galloway attract circa one million visitors annually.

We are now looking towards the next horizon of opportunity for RBGE enhancing our engagement work to develop, strengthen and significantly widen our offer. We're looking to spark curiosity, increase our impact and utilise our engagement for joy, knowledge sharing and empowering change to both people and the environment. We'll achieve this through creativity, innovation, and working with new audiences and trusted partners, and this is where you come in...

More details on our plans can be found at: rbge.org.uk/about-us/who-we-are/corporate-information/

Who you are

Bringing your passion for people, plants and creativity, this role will drive forward the vision and strategy for our engagement work at RBGE Edinburgh, our regional gardens and across Scotland. We are looking for someone to lead our impactful work with the arts, exhibitions, communities, events and interpretation. This role is designed to enable us to benefit from experienced input and leadership expertise to lead the innovation, elevation, development and delivery across our portfolio of engagement work, building on the strong work currently carried out and initiating new approaches, ensuring impact and an excellent experience.

Key to mitigating the biodiversity crisis and climate emergency is engaging people with plants, sparking their curiosity to see and learn more and importantly do more, to make change. With a passion for engaging diverse audiences with the natural world through the arts and exhibitions, communities, interpretation and events, you will be experienced in leading and overseeing the development and delivery of high-quality programmes and products with a wide variety of strategic and community partners. Ensuring that we are delivering impact, that our programmes are meeting and exceeding audience expectations and that audience voice feeds into our work, is important to us.

You will utilise your senior leadership skills and experience, including developing audiences, funding and engagement and be adept at translating opportunities into sustainable value. As a trusted partner and taking a collaborative approach, you'll generate income through external funding to elevate the impact of our work across all areas.

This is a senior management role, and a key position in the development of our Learning and Engagement offer. As well as playing a part in our Senior Leadership team, you will be a team player who enjoys leading, managing and working with others, fluent in the ways of how to engage with a wide range of stakeholders to bring people with you. You will need to be comfortable operating across multiple disciplines and with diverse cultures and committed to ensuring a high-quality experience for everyone we engage with. You will also enjoy promoting and presenting the value and impact of RBGE's learning and engagement programme to multiple audiences, and be an enthusiast of the natural world, committed to addressing the climate emergency and biodiversity loss.

Sounds interesting? We'd love to hear from you!



Job description

Purpose

To drive forward the strategy, delivery and impact of our mission ‘to explore, conserve and explain the world of plants’ by inspiring and connecting people with plants through work with the arts, exhibitions, communities, events and interpretation. Sparking curiosity and bringing joy to engage audiences, connecting them with plants, nature and the arts daily to make a difference to the biodiversity crisis and climate emergency.

Your Team

Our vision is ‘a positive future for plants, people and the planet’. Through learning and engagement, our work shares our passion for plants and the difference they can make to people’s lives and the environment, helping to mitigate the twin threats of the biodiversity crisis and climate emergency, as well as contributing to local and national outcomes. The creative, passionate team of 22, deliver engagement and programmes that support sparking curiosity, engaging with plants, health and wellbeing, creativity and enable dialogue and knowledge to empower individuals and communities to change.

Main Duties

Comprising of 5 key elements:

1. Leadership and team management
2. Developing and leading the engagement strategy and delivering operational excellence
3. Income generation through programmes, funding and donors
4. Communication and relationship building with partners (internal and external) and audience development, delivering IDEA (inclusion, diversity, equity and access) through all programmes
5. Innovation, planning and evaluation

Leadership and Team Management

- As a member of the Senior Leadership team contribute to the overall management of RBGE and the coordinated delivery of its work
- Provide inspiring and inclusive management of the team, to embed a culture of high performance in which the team is motivated and empowered to deliver
- Leading through inspiration and influence. This includes providing coaching, mentoring and support of professional development
- Strategically oversee and build on our commitment to IDEA (inclusion, diversity, equity and access) through ongoing engagement with audiences
- Be an ambassador for the work and mission of RBGE

Job description

Strategy and Operational Excellence

- Contribute and lead an ambitious multiyear strategy to ensure long term planning of engagement activity
- Build a framework of best practice for engagement and participation at RBGE, including continuing to evolve the direction of arts and exhibitions
- Working with others, build audience knowledge and incorporate through engagement work and activities
- Create new and strategic partnerships to reach new and diverse audiences
- Ensure excellence of delivery and customer experience both internally and externally
- Facilitate internal relationships that enable the Engagement programmes and team members to work in an integrated way within the division and organisation
- Manage risk to ensure success

Income Generation

- Oversee Engagement budgets, ensuring careful and effective allocation of resources and accountability in relation to set income targets
- Collaborate with Development and other teams to create, support and report on bids and projects
- In partnership with Development, build and maintain relationships with key donors and funders
- Drive commercial income through astute leadership of key income generating events, including Christmas at the Botanic

Communication and relationship building

- Lead and facilitate key internal relationships that enable engagement programmes and team to work in an integrated way across the division and broader organisation, including horticulture, commercial, science, estates and technology and fundraising
- Demonstrate clear and timely communication to a wide variety of audiences
- Be an ambassador for the work of RBGE
- Build strategic partnerships with other organisations to engage with new and diverse audiences
- Champion inclusive working practices and spaces, ensuring opportunities are accessible

Innovation, planning and evaluation

- Our reach is strong, build on new methods of engagement and delivery to increase our impact and audience reach
- Demonstrate resourcefulness, creativity and an aptitude to generate new and innovative ideas
- Provide clear and timely business performance and budget reporting
- Build audience knowledge and proactively analyse data and performance for ongoing improvement
- Ensure a high standard of health and safety is achieved in accordance with RBGE policies
- Any other duties that are reasonable compatible with role, as required by the Director of Learning & Engagement

Skills, knowledge and experience

Essential

- Experience of leading and managing high performing teams at a senior level
- Evidence of leading strategy and teams across a broad portfolio of work, working collaboratively with others to turn strategy into action
- Organisational skills and the ability to multitask, meet deadlines and demonstrate initiative and problem solving
- Proven ability of having effectively managed complex budgets and resources, including external and restricted funding and a focus on income generation
- Experience of using data to analyse trends, monitor KPI's and inform activity and programmes
- Background in identifying, developing and negotiating strategic partnerships
- Experience of developing and leading engagement programmes in cultural organisations such as gardens, museums, galleries or equivalent community / cultural / arts organisation
- Excellent written, presentation and verbal communication skills
- Ability to influence at a senior level, internally and externally
- Demonstrate creativity and an appetite for innovation with the ability to plan and deliver programmes related to the arts, horticulture and science.

Desirable

- Experience of developing and delivering funding bids in conjunction with a development team
- Previous experience working as part of an interdisciplinary senior leadership team
- Awareness of the importance of Botanic Gardens
- A graduate level qualification or equivalent work experience

Pay and benefits

We offer a generous employment package:

- Salary £60,687 to £66,845 (subject to skills and experience)
- Membership of the civil service defined benefit pension scheme
- 25 days holiday, increasing to 30 days after 5 years of service, with the option to buy additional holiday
- 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 Scheme
- 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

Our [benefits brochure](#) gives much more information on the benefits available to colleagues



How to apply

To apply email recruitment@rbge.org.uk with:

- Your CV
- A covering letter outlining the skills, knowledge and experience you'd bring to the role
- A completed equal opportunities questionnaire: EOQ form

Closing date for applications is 29 October 2024 and interviews will be held on 14 November 2024

For an informal discussion about this role, please contact Gillian Williamson at gwilliamson@rbge.org.uk

rbge.org.uk/about-us/working-with-us





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