

Eureka! Mersey

Capital Campaign Manager:

Trusts, Individuals & Corporate

Job Pack 2019

Thank you for your interest in working at Eureka!

This job pack should provide everything you need to know to apply for this role and what it means to work at Eureka!

In this pack you'll find:

- Who we are
- Our values
- Information about Eureka! Mersey
- The role profile and person specification
- Our approach to equality and diversity

Who we are

Eureka! is the UK's only national children's museum. Since 1992, Eureka! has welcomed more than 7.5m visitors. It has attracted £22m of capital investment, employed more than 2500 people, won 60 local, national and international awards and changed the face of the sector by spearheading a more immersive and interactive approach to traditional museums throughout Britain.

In 2017, Eureka! boasted its highest visitor numbers in 20 years with 303,545 people coming through the doors. Visitor numbers were boosted by Eureka's 25th anniversary celebrations and the opening of the Spark Gallery which featured the European premiere of digital-led exhibition digiPlaySpace, visiting from the Toronto Film Festival.

Eureka! is an educational charity which is entirely dependent on earned revenue to sustain operations and ensure families from all backgrounds can benefit from the play and learning opportunities offered.

The team at Eureka! is currently undertaking a £11.75m project in Wirral to create Eureka! Mersey - a significant project that will deliver a major new science and discovery centre in the Liverpool City Region.

Eureka! Mersey will not be a duplicate of Eureka! Halifax. It will ensure relevance and connection to the region's strategic priorities for growth. It will target visitors primarily aged 6 – 14 with experiences that inspire young people through imaginative spaces, activities and exhibitions revealing real world STEAM (science, technology, engineering, arts, maths) activity and careers, and equip them with an understanding of the range of careers open to them in science and technology related fields.



Our values

Our values make us who we are and inform the way we work. We wouldn't compromise them under any circumstances because they're the building blocks of our brand.

We are captivating

Eureka! exists to capture children's imaginations, inspiring them to learn, develop and grow in confidence within a playful and engaging space.

We are involving

Eureka! is for everyone. Every community, every family and every child – regardless of background or ability – is invited to spend time playing and learning in a nurturing yet challenging environment.

We are expert

Our collective knowledge of children's development, playful learning and exhibition design results in rich and meaningful experiences grounded in solid research and contemporary approaches.

We are pioneering

Eureka! was the UK's first children's museum and set the gold standard for playful learning experiences in museums and galleries throughout the country. We continue to sustain this approach, looking to the future, taking risks and always being one step ahead of the sector.



Eureka! Mersey

Introduction

Eureka! are delighted to be working with Wirral Council and the Liverpool City Region Combined Authority to bring a whole new experience for children, young people and families to the North West.

Planned to open in 2022, Eureka! Mersey will be an innovative blending of the much loved and extraordinary playful learning experiences associated with Eureka! The National Children's Museum with cutting edge 21st century science and discovery innovation.

It will bring together families, children and young people from across the North West to explore science, technology and innovation, creating and encouraging young people's aspirations and joining them up with pathways to skills development and future work.

The main visitor attraction will be housed in the buildings at Seacombe terminal (currently operating as Spaceport) designed primarily with, and for, 6 – 14 year olds, with experience for our younger audiences under 5 in a space of their own in the ferry terminal building, as well as threaded throughout the main attraction.

We hope to welcome around 187,000 visitors per year, providing permanent exhibitions, and a regularly changing schedule of learning programmes, school and community workshops and after school activities.



Fundraising Plan

The total budget to deliver the Eureka! Mersey project is £11.75m.

Significant support has already been achieved for this project, with £3m secured from the Inspiring Science Fund co-funded by UK Research and Innovation (UKRI) and the Wellcome Trust and £6.442m secured in the form of a grant from the Liverpool City Region Combined Authority's Strategic Investment Fund in July 2019.

£1m has been secured from 3 major private Foundations.

This leaves a current funding gap of £800k. The Capital Campaign Manager: Trusts, Individuals and Corporates will work with a variety of industry partners, trusts and foundations and other grant making bodies and with the Project Team to close the funding gap over the next 24 months.

It is envisaged that many of these partners will be from the local Liverpool and North West regional area, ranging from small to medium sized grant making bodies to corporate sponsors and individual donors.



Stakeholder engagement

Alongside our audience community, we are currently engaging with industry, academic, charitable and local government partners. The list of stakeholders is long and diverse. Working collaboratively with these partners will ensure that Eureka! Mersey is meeting the aspirations of local and regional agendas including skills development

Co-Creation

The co-creation process has so far involved a number of primary and secondary schools and key industry partners, and has informed the development of programmes, themes, exhibits and social spaces in the planning for Eureka! Mersey.

Our plan is to continue the journey of co-creation beyond development, delivery and launch of the new attraction, and to continue this community engagement and conversation beyond opening as part of Eureka! Mersey's children's board, young leaders and ambassadors programmes.



Eureka! Mersey is planned to open in March 2022.

The success of the Eureka! Mersey project is dependent on:

- A robust and successful capital and revenue fundraising strategy
- Wide ranging and genuine community engagement to build strong relationship with audiences
- Coordinated stakeholder management ensuring we are engaging with all relevant stakeholders, potential partners and interested parties to deliver the best possible visitor attraction experience
- Authentic and ongoing co-creation activities and opportunities for local children and young people

In order to achieve these goals, two new roles are being created.

Both roles will be based predominantly in the Liverpool City Region:

- Community Engagement Manager
- **Capital Campaign Manager: Trusts, Individuals and Corporates**



Role Profile

Job Title: Capital Campaign Manager: Trusts, Individuals & Corporates

Reports to: Marketing and Development Director
(based at Eureka! Halifax)

Location: Based in Liverpool City Region, with some travel required to Halifax

Purpose of the role:

To lead delivery of fundraising activity in order to secure the balance of funds needed to deliver Eureka! Mersey in 2022, and to manage funder relationships in the period to the launch and beyond.

Principal Objectives of the Role:

- To lead fundraising activity for Eureka! Mersey, working to the existing strategy and refining and developing this as required in order to secure the outstanding capital and revenue funding for Eureka! Mersey
- With the Project Team, identify discrete projects and initiatives within the overall development plans for Eureka! Mersey that are suited to the interests of individual funding prospects, and identify, nurture and cultivate strategies for prospective grant, corporate or individual funders
- Develop and implement a robust stewardship strategy for current and future donors to the project
- Be a visible and credible voice for the Eureka! brand, and the Eureka! Mersey project, at all levels



- Ensure the Project Team and, in due course, Eureka! Mersey's wider teams are fully engaged with fundraising and funder stewardship and that all fundraising activity complies with the Code of Fundraising Practice issued by the Fundraising Regulator
- Work closely with the Eureka! Mersey project team, external consultants and our creative marketing team to develop and drive the fundraising campaign
- Work closely with the Eureka! Mersey Community Engagement Manager across all stakeholders to identify and align community engagement and fundraising or income generation opportunities
- Be a committed and enthusiastic advocate for Eureka! Mersey and Eureka! the National Children's Museum in Halifax, identifying and nurturing opportunities through a wide variety of stakeholders to support the development of both sites

Internal Liaison

- To effectively feed back to the Eureka! team the views and sentiments of funders and corporate supporters, acting as an advocate for their opinions and concerns
- Maintain a close working relationship with appropriate staff across the Eureka! team to keep all up to date with new opportunities, outreach and events, PR activities, and relationship development with funders' needs and expectations and to ensure that these are fully met
- Work with the Community Engagement Manager to identify and develop case studies and testimonials for fundraising purposes
- Work closely with the Community Engagement Manager to identify, cultivate and deliver public engagement events to support funding activity or deliver on funders requirements

External Liaison

- Manage relationships to ensure delivery of grant or sponsorship agreements already secured, and ensure excellent stewardship of existing funding partners
- Deliver new funders, and provide excellent long term funder stewardship and relationship management
- Act as the key point of contact for current and potential funders, bringing in members of the wider Project Team as and when required
- Be a committed and enthusiastic advocate for Eureka!, identifying opportunities through a wide variety of stakeholders to support the development of Eureka! Mersey
- Represent Eureka! in appropriate forums to secure understanding, partnership and information exchange, and to ensure the effective positioning of Eureka!, raising its profile within the North West and across local and regional funders and businesses

Communications

- Be the primary point of contact for Eureka! Mersey funders, corporate, trusts and foundations and individuals, on all activities relating to our local community stakeholder engagement activity.
- Be a visible and well-networked advocate for Eureka! and Eureka! Mersey
- Confidently create and deliver presentations to potential individual and corporate supporters and work with relevant colleagues in the Project Team to produce written applications for trusts and foundations
- Work in conjunction with colleagues across Eureka! and its key stakeholders to identify and maximise opportunities for positive PR

Financial Management

- A budget will be agreed to facilitate the delivery of the Community Engagement Plan

Person Specification

We are looking for an experienced and results driven Campaign Manager with a successful track record of managing, establishing and nurturing relationships across trusts, individuals and corporate fundraising.

Education & Qualifications

- A degree or similar in a relevant discipline

Skills, Experience and Aptitudes

Essential

- High level experience and a proven track record in securing substantial funding in a relevant public-facing charitable context - delivering funding for a science and discovery centre, a similar visitor attraction or a mid-level educational charity
- Excellent communication and influencing skills, combined with the gravitas required to build and steward effective relationships
- Experience of managing complex and nuanced relationships which require a bespoke approach and high level of judgement, and the ability to play a part in progressing relationships with prospects and / or donors and other stakeholders
- Confident self-starter with proven excellence in multi-stakeholder and relationship management, fundraising and development
- Enthusiastic advocate, visible and confident public speaker
- Experience of delivering challenging income generation targets, through a range of sources; corporate sponsorship, high net worth individuals, trusts and foundations
- A creative, can do approach
- Excellent IT skills and competent in the use of Microsoft Office suite

Desirable

- Existing knowledge and established networks of funders for projects in the North West of the UK
- Understanding and experience of the impact of arts and science in children's development
- Understanding and commitment to the ethos of learning through play and informal educational experiences
- Understanding of evaluation and impact measurement tools and their use in supporting successful fundraising and PR, visitor and audience development in a science or cultural setting

Compensation & Benefits

This role will be a Fixed Term Contract for 2 years. This role offers a salary of circa £30,000 - £32,000 plus a company pension scheme, and 25 days annual leave.

This is a full-time role, but flexible working will be considered for the right candidate.

Application process and interview dates

To apply please send a cover letter addressing how you meet the requirements for the role and a CV.

Please note that the **closing date for applications** is midnight on Wednesday **18th December 2019** and that **interviews** for the post will be held in Halifax, and commence during the week beginning **Monday 6 Jan 2020**.

Our approach to equality and diversity

At Eureka! we thrive on diversity and celebrate difference. We are incredibly proud of our disability confident status. We firmly believe that our success comes from our employees.

We get the most out of our employees by drawing on each person's unique qualities and characteristics. This allows us to draw on different perspectives and experiences to enhance the services we offer and enables us to provide a richer and inclusive environment for all.

In order to do this, Eureka! constantly strives to create an all-encompassing and productive environment, representative of different cultures and groups, where everyone has an equal chance to succeed regardless of any protected characteristics they may possess. We are committed to treating employees and job applicants equally, this starts right from the selection process all the way through the employment relationship.

Eureka! is proud to be an Equal Opportunities Employer.

