

Eureka! Mersey

Community Engagement Manager

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! is 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.



Community Engagement Plan

Eureka! has 27+ years of experience in consulting with children, which has ensured that the national children's museum's galleries, programmes and activities reflect the experiences of today's children, provide engaging and accessible learning outcomes and deliver fun and memorable informal learning experiences.

Our aim is to establish Eureka! Mersey as rooted in its local context but relevant to the wider region and audiences which will travel from a 90-minute catchment area.

We are doing this through a comprehensive and ground-breaking process of co-creation with children and young people from the City Region and local industry and academic partners. This will ensure that the content, programmes and visitor experience are shaped by its audience, providing a visitor attraction full of engaging cutting-edge content and supporting the Combined Authority's strategic aims for the region.

Co-Creation

The co-creation process has so far involved a number of primary and secondary schools, youth groups, academics and key industry partners, informing 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 advisory group.



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.

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 funding gap of £800k. Eureka! will be working with a variety of industry partners and further trusts and foundations to secure this funding over the next 24 months.

It is envisaged that these new partners will be from the local Liverpool and North West regional area, ranging from small grant making bodies to large corporate sponsors.



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: Community Engagement Manager

Reports to: Content and Experience Director
(based at Eureka! Halifax)

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

Purpose of the role:

To develop and lead the Community Engagement Plan for Eureka! Mersey, taking responsibility for the inclusion and participation of diverse communities and engaging at a wide variety of levels within the private, public and voluntary sectors. This position will be the key link between relevant communities of interest and the Eureka! Mersey project team based in Halifax. Some of these communities are already fully entrenched in the project, others will be new.

Principle Objectives of the Role:

- Lead on the creation and delivery of the Community Engagement plan. Seek out and recognise new opportunities and develop relationships that will support delivery of the plan and help meet our objectives.
- Develop a regional network that can help deliver our objective to include underrepresented diverse audiences in the creation and ongoing development, delivery and long-term success of the attraction in the development phase to 2022.
- Lead on the creation and management of key stakeholder and influencer groups, including the Content Advisory, Children's Advisory and Access groups.



- Become an Ambassador for the Eureka! brand in the region, understanding and representing the USP of the organisation and recognising and proposing new ways in which Eureka! can continue to push boundaries in STEAM and public engagement.
- Ensure that the community engagement plan includes partnerships which create opportunities to meet fundraising objectives and help to remove barriers to participation.
- Ensure that outcomes from engagement opportunities with community groups are communicated to relevant teams to support Content & Experiences.
- As part of delivering the Community Engagement Plan, organise and utilise resources and support from the wider Eureka! team in Halifax, to deliver science, technology, engineering, arts and maths (STEAM) profile raising and brand awareness events.
- Research opportunities, organise and create links and introductions between community stakeholders and Eureka! staff involved in fundraising and corporate sponsorship, PR and outreach.

Internal Liaison

- To effectively feed back to the Project team the views and sentiments of community stakeholders, reporting and explaining their opinions and concerns.
- Maintain a close working relationship with appropriate staff across the Project team to keep all up to date with new opportunities, outreach and events, PR activities, and relationship development.
- Create and disseminate case studies of best practice in Community Engagement to support the work of the Project evaluation and PR teams in telling the story of co-creation and community engagement at Eureka! Mersey.
- Work closely with the Capital Campaign Manager to identify, cultivate and secure additional funding required for the successful delivery of Eureka! Mersey.
- Manage and document all processes for evaluation against project objectives.

External Liaison

- Work at an operational level, mostly self-directed and based in Liverpool City Region.
- Be a committed and enthusiastic advocate for Eureka! Mersey, identifying opportunities through a wide variety of stakeholders to support the development of Eureka! Mersey.
- Help to shape and develop opportunities across co-creation, grant fundraising, corporate sponsorship, programming and exhibit development.
- Support relationships with public partners – local authorities and councillors, businesses, universities and colleges as well as the voluntary sector, community partners, schools and others.
- Represent Eureka! in appropriate forums to secure understanding, partnership and information exchange.
- Support where relevant the initiation and development of strategic local networks (internal and external) for effective knowledge exchange where existing networks do not currently exist.

Communications

- Be the primary point of contact for Eureka! Mersey partners, external audiences and internal enquiries on all activities relating to our local community stakeholder engagement activity.
- Work in conjunction with colleagues across Eureka! and its key stakeholders to identify and maximise opportunities for positive PR
- Confidently present Eureka! Mersey concept and plans at community forums, meetings, outreach activities and in digital communications.

Financial Management

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

Health and Safety

- Ensure that all community engagement activities are developed in line with Health and Safety guidelines, conducting any necessary risk assessments, applying for permits etc. as required.
- Observe all health & safety procedures so that risks to the health and safety of staff and others involved are minimised.

Person Specification

Education & Qualifications

- A degree or similar in a relevant discipline

Skills, Experience and Aptitudes

- Significant experience of creating, driving and delivering projects which achieve Community Engagement objectives.
- Significant experience of working with community stakeholders, including children and young people, funders, local government and public partners, to deliver a co-created experience
- Experience of community engagement, community outreach or public engagement role in a science and discovery centre, visitor attraction, museum, science or arts setting
- Ability and experience of working without close supervision
- Self-starter with proven leadership skills, excellent multi-stakeholder and relationship management, communication and teamwork skills
- Enthusiastic advocate and confident public speaker
- Understanding of the impact of arts and science in children's development
- Understanding and commitment to the ethos of learning through play and discovery and informal educational experiences
- Understanding of brand and PR, fundraising, visitor and audience development
- A creative, can do approach
- Excellent verbal and written communication skills
- Excellent IT skills and competent in the use of Microsoft Office suite
- Good appreciation of health and safety issues and experience in carrying out risk assessments useful

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.



