

Birmingham Botanical Gardens are looking for an experienced and motivated Head of Engagement & Learning and leader to join the Senior Leadership Team and lead the engagement, programming and learning of all our visitors and members at The Gardens.

The Gardens are in a period of change and have recently secured a Stage 1 National Lottery Heritage Fund grant towards a £14m capital project. The project aims to restore the historic glasshouses, upgrade site infrastructure and displays and improve the visitor experience for all. If you would like to be part of the dynamic team leading this project, we would be pleased to hear from you.

Birmingham Botanical Gardens (BBG) are keen to see applications from people of all backgrounds and communities and are committed to representing the diverse nature of the city. The Gardens look forward to receiving applications from all suitable candidates and will conduct inclusive recruitment processes based on attitude, experience, and qualifications. BBG are also committed to ensuring that no-one invited to interview should be excluded due to financial circumstances and will reimburse anyone attending interview (related costs must be supported by receipts) if required.

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| Role Title | Head of Engagement & Learning |
| Team | Engagement and Learning |
| Reports to | Chief Executive |
| Salary | £40,000 per annum 18-month development stage fixed term contract, with an option to extend to the delivery period and full-time permanent position |
| Date Issued/Revised | 19.2.23 |

Purpose of Role

This post is funded by The National Lottery Heritage Fund as part of the Gardens Major Project.

The Head of Engagement & Learning (HE&L) is an exciting new senior position at Birmingham Botanical Gardens, reporting to the Chief Executive (CE), to direct the learning, interpretation, and participation in BBG's unique historic landscape and plant collections to inspire, educate and engage a wide range of visitors, and audiences in accordance with the Garden's vision, and to generate income and help meet strategic and business plan objectives across all areas of the Garden.

The postholder will be responsible for helping to develop and implementing the Heritage Fund Activity Plan as a part of the major development, for expanding the excellent Education and Learning Team outputs and for developing work with schools and partnerships in the

horticultural, science, nature, heritage and cultural sectors to maximise opportunities to deliver exciting and inspiring experiences for all visitors, members, and volunteers commensurate with a nationally important Botanic Garden.

The Head of Engagement & Learning will be responsible for the day-to-day management and development of all engagement, programming and learning activities at BBG. The HE&L will manage the relationship with 3rd party educationalists and creatives, lead on improving and delivering an excellent visitor experience and grow the volunteering offer at the Gardens.

The HE&L is directly responsible to the CE and will line manage the Education Manager, Marketing Manager and Project Archive Officer (with dotted line to the Events Supervisor), lead an engagement staff team (circa 5 FTE) and will support the Gardens to grow and professionalise its volunteer processes and team.

Leadership

- The HE&L will work closely with the CE to raise the profile of the Botanical Gardens locally, nationally and internationally and will be responsible for driving forward and delivering a new public science and environment engagement function, delivering increased activity, participation, positive learning outcomes, evaluation, and income generation.
- The HE&L will be responsible for developing interpretation and learning programmes that relate to BBG's collections, scientific, biodiversity, and heritage knowledge. They will develop and deliver the new Ann Sowerby Interpretation Strategy and activities and increase public engagement and learning and ensure a broader diverse cultural and socio-economic demographic participation with the Gardens.
- The HE&L will work closely with Trustees and the CE to deliver BBG's strategic aims and grow opportunities for income generation and visitor growth. This work includes working with community partners to deliver activity in collaboration and facilitating local groups to host and run events with Gardens.
- The HE&L will continue to promote BBGG as a welcoming place at the heart of Birmingham for the local community, and communities of interest further afield. This engagement will run across our operations – exemplified through our volunteers - building a lasting relationship with our Birmingham communities.
- As a member of the senior management team and Head of Engagement, Learning and Programmes, the postholder will be expected to be an active participant in scheduled and ad hoc departmental meetings and will lead and develop the department and implement all policies and procedures as necessary.
- The HE&L will performance-manage all reports on an ongoing basis to develop a high performing, collaborative team culture. This includes training, and recruitment, induction and appraisals where necessary.
- The HE&L will be responsible for creating systems and processes which successfully grows a cohort of volunteers across all areas of the charity and will be expected to spend time with both staff and volunteers providing supervision, support, instruction and training.
- The HE&L will ensure the highest standards of customer care and when necessary, carry out practical hands-on work alongside other members of staff.

Responsibilities

- The HE&L will work with BBG's Major Project Team to enable the Gardens' Major Heritage Fund Project to be developed and delivered successfully.
- The HE&L will lead and shape the management of The Gardens in terms of engagement, Learning and Programmes, to ensure all visitors enjoy a high-quality engagement focused experience of national and international repute, consistent with the organisation's brand values.
- The HE&L is responsible for the development and production of the Activity Plan in the Development phase. (Subsequent oversight of the Interpretation/Engagement Strategy and its implementation will be required in the Delivery phase and beyond).
- The HE&L will work with the project team and other colleagues during the development stage, advising on and developing all areas of inclusive engagement and learning outputs appropriate to user interest and national curriculum requirements.
- The HE&L will work with the CE to co-create relevant strategies which will contribute to the wider business plan for BBG (including the commercial and marketing plans).
- Responsible for the oversight of marketing and public relations activities for BBG and its trading subsidiary through the management of the Marketing Manager and third-party agencies.
- Overall responsibility for the delivery of an effective marketing strategy to meet agreed performance indicators and annual targets.
- Ensure BBG marketing drives visits to the sites and that all communications provide a clear message consistent with BBG Strategic Objectives, Business Plan and brand.
- The HE&L will lead the team to ensure that targets, as set out in the agreed business plan are delivered.
- The HE&L will work with the CE, Head of Horticulture and Curation, Development Director and Development Manager, Education Manager, Head of Commercial & Visitor Services and Marketing Manager (and relevant consultants) to deliver accessible and engaging marketing and interpretation of the site.
- The HE&L will take primary responsibility for engaging with the local community, for example through projects during the construction programme.
- The HE&L will oversee written/image research into the history of BBG and those associated with it, oversee the archive, memory recording and content development to ensure accurate/authentic representation of the buildings and garden stories.
- The HE&L will implement activities, learning programmes and projects that articulate BBG's vision and interpretation ideas, key messages, and visitor outcomes. This will involve the creation and delivery of engaging interpretive content/material, delivered through experiences such as in person, talks, texts, videos, audio, mobile content, participatory learning, website content, and other digital learning platforms, etc.
- The HE&L will report to the Chief Executive and Board of Trustees as required, including the design and implementation of relevant analytics.
- Any other duties and responsibilities that reasonably pertain to this role.

This job includes the following hazards or safety-critical activities:

- Lone Working (infrequent)
- Work in hot or cold environments
- Driving on BBG business (infrequent)
- Infrequent manual handling

PERSON SPECIFICATION

| Area | Essential | Desirable |
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| Knowledge | <ul style="list-style-type: none"> • Degree-educated or with demonstrable experience of in-depth understanding of public science communication, learning and interpretation and engagement preferably in an outdoor environment • Experience in designing and delivering visitor programmes and events • Knowledge of UK school and other formal learning curricula • Demonstrable track record in developing and implementing content and programmes for a wide range of audiences for a significant public venue/site • Strong knowledge of visitor engagement theory and practice, including current research on emerging approaches and technologies in heritage/nature/cultural environments • Extensive knowledge and guidance for developing interpretive technologies • Demonstrable experience in running community projects with non-traditional heritage visitors • A good understanding and passion for contemporary science and STEM learning issues • Excellent writing skills including ability to write about plants, science, and history in an accessible, engaging way for multiple platforms and diverse audiences, plus strong editing skills | <ul style="list-style-type: none"> • University degree in science, science communication or related field; master's degree preferred • Minimum 5 years of senior experience/role in a botanical garden, wildlife, science museum or communication role or commensurate experience • An understanding of the not-for-profit sector, preferably showcasing a knowledge and interest in the broader botanical heritage and cultural sectors • Working understanding of the National Curriculum with a STEM and STEAM focus |
| Experience | <ul style="list-style-type: none"> • You will come with a deep understanding of learning and content within a historic Botanical Garden, outdoor environment and/or a venue with an environmental focus and have a strong understanding of audiences needs in relation to contemporary plant science and biodiversity and historic gardens | <ul style="list-style-type: none"> • Experience of National Lottery Heritage Fund grants • An ability to deliver financial and learning outputs for audiences that meet the Garden's strategic ambitions and high values |

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| | <ul style="list-style-type: none"> • Experience of working with stakeholders to understand plans and requirements and translate them into clear deliverables • Significant senior leadership level experience gained in visitor engagement, learning and programming. Significant strategic direction and supervision of senior staff • Substantial experience of developing, planning, and delivering content-rich projects for different audiences, including local communities • Experience in managing staff and volunteers, ability to work effectively with others; strong interpersonal communication skills; diplomatic and collaborative, with an engaging work style • Experience of leading and developing high performing, motivated teams • Demonstrable track record in income generation through programming, learning and engagement projects • Experience working with digital platforms and content management systems with experience of developing digital educational resources and content • Experience of contributing to significant funding bids is essential • Excellent communication and presentation skills • Proven skills in developing links with local stakeholders including cultural organisations, universities, colleges, schools and businesses, and national partners to explore new learning initiatives that will have benefit the city and region. | <ul style="list-style-type: none"> • Experience of creating and implementing audience development plans • Experience and knowledge of Health and Safety management in a visitor-focused environment, preferably to include historic buildings and outdoor environments |
| Skills | <ul style="list-style-type: none"> • Ability to nurture and develop strong relationships with diverse external constituents and partners, strong understanding of community assets, resources, and interests • Creative and flexible approach • Inspiring leader • Person centred | <ul style="list-style-type: none"> • Experience of writing fundraising requests |

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| | <ul style="list-style-type: none"> • Results orientated • Strategic thinker • Numerate and analytical • Collaborative • Ability to process large volumes of data, rationalise and prioritise • Strong presentation skills • Excellent organisational and planning skills • Excellent people skills across diverse audiences • Ability to work at pace • Resilient • Brave | |
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| Accountabilities | <ul style="list-style-type: none"> • The HE&L is expected to be part of the business planning, developing metrics and evaluating both the pre- and post- opening project programmes against a set of measurable outcomes • There will be an expected contribution to development plans for improvements to infrastructure, facilities, and services at the Botanical Gardens. This will involve consulting and liaising with staff, external organisations and contractors during planning and implementation • The HE&L will demonstrate effective working with BBG's Major Project Team to enable the Gardens' Major NLHF Heritage Fund Project to be developed and delivered successfully • The HE&L will lead and shape the management of The Gardens in terms of engagement, learning and programmes, to ensure visitors enjoy a high-quality engagement focused experience of national and international reputation consistent with the organisation's brand values | |
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| | <ul style="list-style-type: none">• The HE&L is responsible for the development and production of the Activity plan in the Development phase, and subsequent delivery.• The HE&L will oversee and strengthen the award-winning schools programme and expand informal learning offer to targeted groups identified for growth.• The HE&L will review the partnership with Birmingham Metropolitan College• The HE&L will ensure schools and teachers recognise BBG as the 'go-to' place for outdoor learning, school curriculum, green issues, horticultural skills• The HE&L will develop training and apprenticeship opportunities for young people and expand skills development opportunities at BBG The HE&L will take primary responsibility for engaging with the local community, for example through designer-led projects during the construction programme or developing the Wilderness woodland area within the gardens.• The HE&L will ensure that all visitor information will be inclusive and engaging to a diverse public audience; in collaboration with Gardeners, Education, design team and community partners• The HE&L will oversee the evaluation requirement of the major capital project and all public engagement programmes. Working with all BBG, outside evaluators, and community partners to inform interpretive planning and measure outputs and outcomes• The HE&L will produce written materials for the BBG website, annual report, and internal and external publications | |
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| | <ul style="list-style-type: none"> • The HE&L will contribute information for written fundraising proposals and when appropriate meet and engage with existing and potential donors • The HE&L will be aware of all BBG policies and procedures and ensure that these are adhered to by themselves and their team • This role is part of the Duty Management Team reporting to CE and will be on the Botanical Gardens DM rota • The successful candidate will be expected work at times that suit the audiences they will be trying to attract, such as evenings and weekends; be committed to health and safety • The HE&L will demonstrate a commitment to working as a full member of the Senior Management Team, assisting with other activities, sometimes working weekends and evenings • The HE&L will demonstrate an active commitment to Equality, Diversity and Inclusion | |
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Terms of Appointment

Location: Ideally the post holder would become part of our wider support team and will live locally.