

# Director of Income Generation and External Affairs



'Alice Roberts and Aoife McLysaght, 2018 CHRISTMAS LECTURES at the Royal Institution'

# Welcome

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Thank you for your interest in becoming our new Director of Income Generation and External Affairs.

The Royal Institution's (Ri) vision is that science is for everyone. Science transforms lives and underpins the modern world – from health to the latest technology, the environment, and the furthest reaches of our universe. Science is part of culture, but not everyone has the same opportunity to engage.

At The Ri, we believe there should be equitable access to science, and that people's desire to engage with science and scientists should be nourished. We bring the public and scientists together, empowering people to explore and get involved through science education, public engagement, and heritage activities for people of all ages and backgrounds across the UK and around the world. This includes our world-famous CHRISTMAS LECTURES which started in 1825 and have been broadcast every year on television for generations; public talks from the world's greatest thinkers in our historic lecture theatre and livestreamed online; a successful YouTube channel with over 1.5 million subscribers, a national programme of Ri Masterclasses for young people in mathematics and computer science; hands-on science workshops in our L'Oréal Young Scientist Centre; award winning animations and films; and the preservation of scientific heritage and legacy through the Faraday Museum and archival collections.

For over two centuries, The Ri has been a home for science and everyone is welcome. Like all organisations, we were impacted by the pandemic but have since created a stable balance of income and costs and are now ready to grow with a new strategy that is focused on taking our work to new and more diverse audiences.

We're looking for an ambitious Director of Income Generation and External Affairs to join our executive team and lead an integrated directorate that encompasses Digital, Marketing and Communications, Membership and Fundraising to deliver a step change in our income, profile and reach. This is a compelling opportunity to contribute to the next phase of our development of the Ri with a strong platform to build on.

Strategic and collegiate in your approach, you will bring experience of operating at a senior level in an organisation of comparable scale and complexity with the ability to lead a talented, multidisciplinary team. Whether your roots are in marcomms, membership or fundraising, you will bring knowledge of all three with the skills and experience to grow our income and engagement. Your experience may have been gained within the cultural sector, an educational institution or from within the wider visitor attraction/venue space, but whatever your background, you will bring a flexible and entrepreneurial approach with high levels of maturity and judgement and the ability to build successful relationships with a wide range of stakeholders at all levels. You don't need to have a scientific background but you do need to be motivated by the impact of science in the world and have the agility to operate in an organisation with significant heritage and influence that punches significantly above its weight.

With science permeating all areas of our lives, offering potential solutions to many of the world's greatest challenges, our work is more vital than ever before. If you believe you bring what we are looking for and are motivated to make a difference, I would love to hear from you.

**Katherine Mathieson**  
**Director of The Royal Institution**



# About us

## Who we are

We're a leading independent charity dedicated to connecting as many people as possible with the world of science.

Our charitable purpose at the Royal Institution is to bring the public and scientists together to share their interest and passion for science. We believe there should be equitable access to science, and that people's desire to engage with science and scientists should be nourished.

We help more people to discover science and engage more deeply. We create spaces for scientists and the public to explore science together. We inspire students to see a future with science. We empower people to explore and get involved. And we offer charitable support to those, such as young people in disadvantaged communities, who might otherwise not be able to engage with science.

We've been doing it for well over 200 years, with an international reach, working with world-leading scientists, from Hannah Fry to Carlo Rovelli and Dame Sue Black to Sean Carroll.

In our historic Grade I listed Mayfair building, discoveries were made that changed the world. Today it acts as base for the Ri team and tenants, as well as a busy and vibrant event space for private and corporate events.

We are a home for science and everyone is welcome.





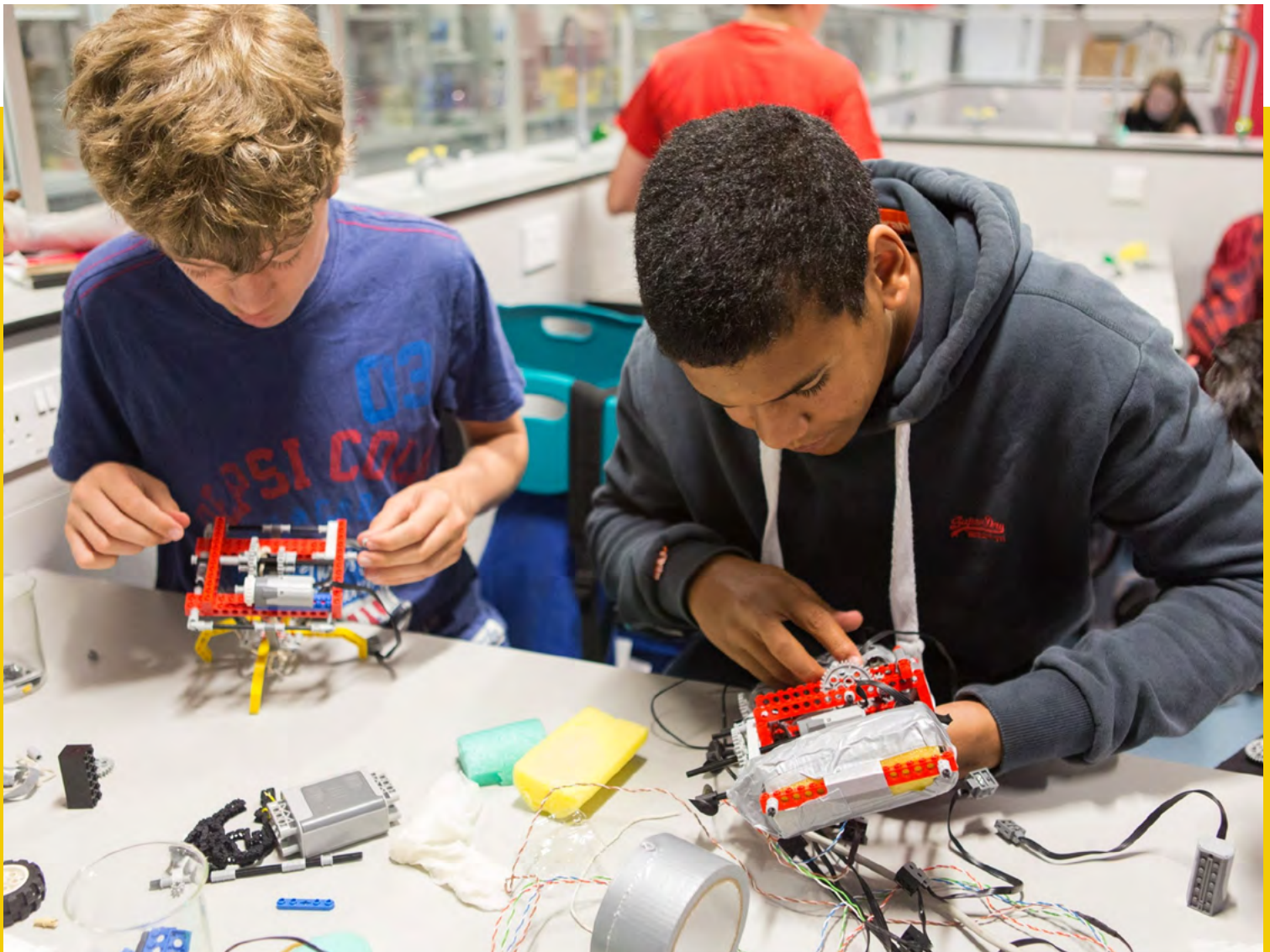
## Our history

The Royal Institution was founded in 1799 to introduce new technologies and teach science to the general public through lectures and demonstrations. For over 220 years we have unveiled the latest scientific discoveries, theories and inventions to the world.

Home to some of the most eminent scientists in history, scientific discoveries at the Ri have shaped our modern lives. It was at the Ri that Michael Faraday discovered the principles of electro-magnetism and developed the first electric motor; Humphry Davy discovered or isolated nine chemical elements including Potassium, Sodium and Calcium; Kathleen Lonsdale led research in x-ray crystallography, going on to become the first woman fellow of the Royal Society in recognition of her work; and, in 1859, John Tyndall first demonstrated and explained the basic mechanism of the greenhouse effect.

Just as importantly these scientists recognised the importance of sharing their work with the wider public. Today we seek to build on our heritage of scientific discovery, demonstrations and pioneering public engagement and create a space for scientists and the public to explore science together.

Read about more about our amazing contributions to the world of science [here](#).



# Our Vision, Mission and Values

Our current strategy, launched in 2023, strengthens our commitment to enabling the public and scientists to come together to share their interest, curiosity and joy about science; a purpose more vital than ever before. It sets out how we will reach new and more diverse audiences, deepen their engagement with science, and increase our positive impact.

**Vision:** Science is for everyone

**Mission:** The Ri is a charity that brings the public and scientists together to share their interest and passion for science. We empower people to explore and get involved. We are a home for science and everyone is welcome.

**Values:**

## Welcoming

We are open, friendly and accessible. We are inclusive and diverse, sharing science with people from all backgrounds, all places and all levels of knowledge and interest; from leading scientists to anyone who is curious about the world around them.

## Collaborative

We co-operate and co-create with others; within the Ri, with the public, and with organisations across the scientific community and beyond.

## Impactful

We are focused on making a positive impact in people's lives. We listen to our audiences. We evaluate what we achieve and how we achieve it. We demonstrate success.

## Experimental

For 200+ years we have innovated and played with how science is shared with the public, presenting it in thrilling and invigorating ways. By being experimental in how we work and engage, we build deep and sustained connections to science.

## Open

We don't believe the story of science is ours alone, or that we have all the knowledge and ideas. We are a platform for discussion and debate, recognising that there may be as many questions as answers.



# Job description

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**Job title:** Director of Income Generation and External Affairs

**Reports to:** Director of the Ri

**Direct reports:** Head of Digital Marketing and Communications, Head of Fundraising and Head of Membership

## Main responsibilities:

### Leadership

- As a member of the Executive Team, work closely with the Ri Director and Trustees to develop and deliver our strategy and business plan.
- Provide leadership that demonstrates our values and is collaborative, inspiring and purpose driven.
- Lead the development and implementation of a high-impact stakeholder engagement strategy.

### Fundraising

- Work with the Head of Fundraising to develop an evidence-based, multi-channel fundraising strategy that includes corporate development, major donors, patrons, individual giving and legacies.
- Lead a small portfolio of strategically important major donors.
- Support the trustees and development committee to fundraise successfully among their networks.

### Digital, Marketing and Comms

- Work with the Head of Digital, Marketing and Communications to produce compelling content that grows our reach and brand awareness among our target audiences.
- Ensure that the Ri delivers a physical and online experience that is customer/visitor-centred, aligned to our strategy, enhances our reputation and helps build loyalty, locally and internationally.

### Membership

- Work with the Head of Membership to grow our membership.
- Lead the launch of a new digital membership offer.

### General responsibilities applicable to all staff

- Understand and support the Ri strategy including the Ri vision, mission and aims.
- Promote the Ri values and encourage team working and effective communication with colleagues.
- Help achieve EDIA goals across the organisation and, as a people manager, promote diversity and inclusion at the Ri.
- Act as a representative of the Ri and deal with Ri customers, stakeholders and the public in a professional manner.
- Maintain awareness of your own and others' Health and Safety and comply with the Ri's Health and Safety policy.
- Comply with and champion the Ri financial and other policies and practices including Safeguarding and GDPR.
- Undertake other responsibilities as may be reasonably requested of your post.
- Understand and support the Ri strategy including the Ri vision, mission and aims.



# Person specification

## Knowledge, skills and experience

- Experience of senior leadership within an organisation of similar scale and complexity.
- Experience of working at a senior level within a cultural or educational institution, visitor attraction, or similar.
- Ability to translate strategy into action, to lead innovation, take the initiative and be accountable for the results.
- Experience of leading successful fundraising campaigns, income generation strategies and/or major corporate partnerships.
- Ability to design and implement high impact strategic communications.
- Data literate, comfortable working with financial and other forms of numerical data.
- Experience of leading multi-disciplinary teams/functions and managing budgets over £1m+.
- Knowledge of marketing and communications, including using CRMs, data analytics and digital channels.
- Knowledge of managing membership schemes.
- Ability to influence external stakeholders including government contacts.
- Knowledge of fundraising, including major donor, corporate partnerships and individual giving, as well as relationships with potential funders/donors.

## Personal attributes

- Highly effective interpersonal and communication skills (oral and written), able to establish trust and to inspire a wide range of stakeholders.
- Commitment to the vision, mission and values of the RI.
- Ability to drive change without pressurising or micro-managing. A real champion of individual skills and talents.
- Excellent leadership skills, able to bring people with them.



# Terms of appointment

## Salary

The salary for this role is c.£88,000 per annum on a full-time permanent basis

## Location

The role will be based at the Royal Institution at 21 Albermarle St, London. There is scope for some home/remote working, though key meetings and events will require you to attend in person. Requests for part-time or flexible working will be very welcome (around one-third of the Ri team work part-time or flexibly).

## Pension

The Ri provides a group pension scheme with employee contributions matched up to 7%.

## Annual leave

Annual leave entitlement of 25 days, plus all public holidays and the potential for additional paid holiday during the period between Christmas and New Year.

## Additional benefits

- Enhanced sickness, maternity, paternity and adoption pay.
- Enhanced Shared Parental Leave.
- Interest free season ticket loan available to all staff following probation.
- Employee Assistance Programme including access to face to face counselling sessions, legal advice and coaching for managers.
- Free attendance for staff and one guest at most Ri events.
- Flexible working policies.
- Annual learning needs assessments through the appraisal process and a commitment to developing our staff.
- A spacious and well-equipped staff room and kitchen ('The Greenhouse') with large roof garden.
- 10% discount in Ri café.





# How to apply

We'd be delighted to consider your application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact [Kieran.hughes@starfishsearch.com](mailto:Kieran.hughes@starfishsearch.com) and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/ri-dir-ingen-ea/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. The Ri is committed to equality of opportunity at all stages of the recruitment process. The information supplied in the recruitment monitoring form will be treated in strict confidence and is for monitoring purposes only and is not treated as part of your application.

Closing date: Monday 30th September 2024

Preliminary interviews: w/c 7th October 2024

Final panel interviews: w/c 21st and 28th October 2024

