EUREKA!

SCIENCE + DISCOVERY

Marketing Officer
Eureka! Science + Discovery

August 2022

This job pack provides everything you need to know to apply for this role and what it means to be part of the team at Eureka!
In this pack you'll find:

- Who we are
- Our values
- Information about Eureka! The National Children's Museum, and Eureka! Science + Discovery
- The role profile and principal responsibilities

Thank you for your interest in Eureka!

Who we are

Eureka! is a well known and well-loved family and children's visitor attraction in the north of England. We are 30 years old in 2022, and at a pivotal moment in the history of our organisation.

In 2022 we will open a brand-new Eureka! visitor attraction in Wirral. Eureka! Science + Discovery will be a high-profile addition to the exciting cultural landscape of the Liverpool City Region and a crucial element in the regeneration of the left bank of the River Mersey.

Our new science and discovery centre will appeal to children and young people up to the age of 14 and complement Eureka! The National Children's Museum located in Halifax, West Yorkshire – an interactive hands-on experience specifically for children under 11.

Eureka! is an independent and self-sufficient educational charity which relies on earned revenue primarily from admissions to sustain operations and ensure families from all backgrounds can benefit from the play and learning opportunities offered.

EUREKA! SCIENCE + DISCOVERY

EUREKA! the national children's museum

Leigh-Anne Stradeski, Eureka! Chief Executive

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 and young people’s imaginations, inspiring them to learn, develop and grow in confidence within a playful, engaging and thought-provoking space.

- We are **involving**

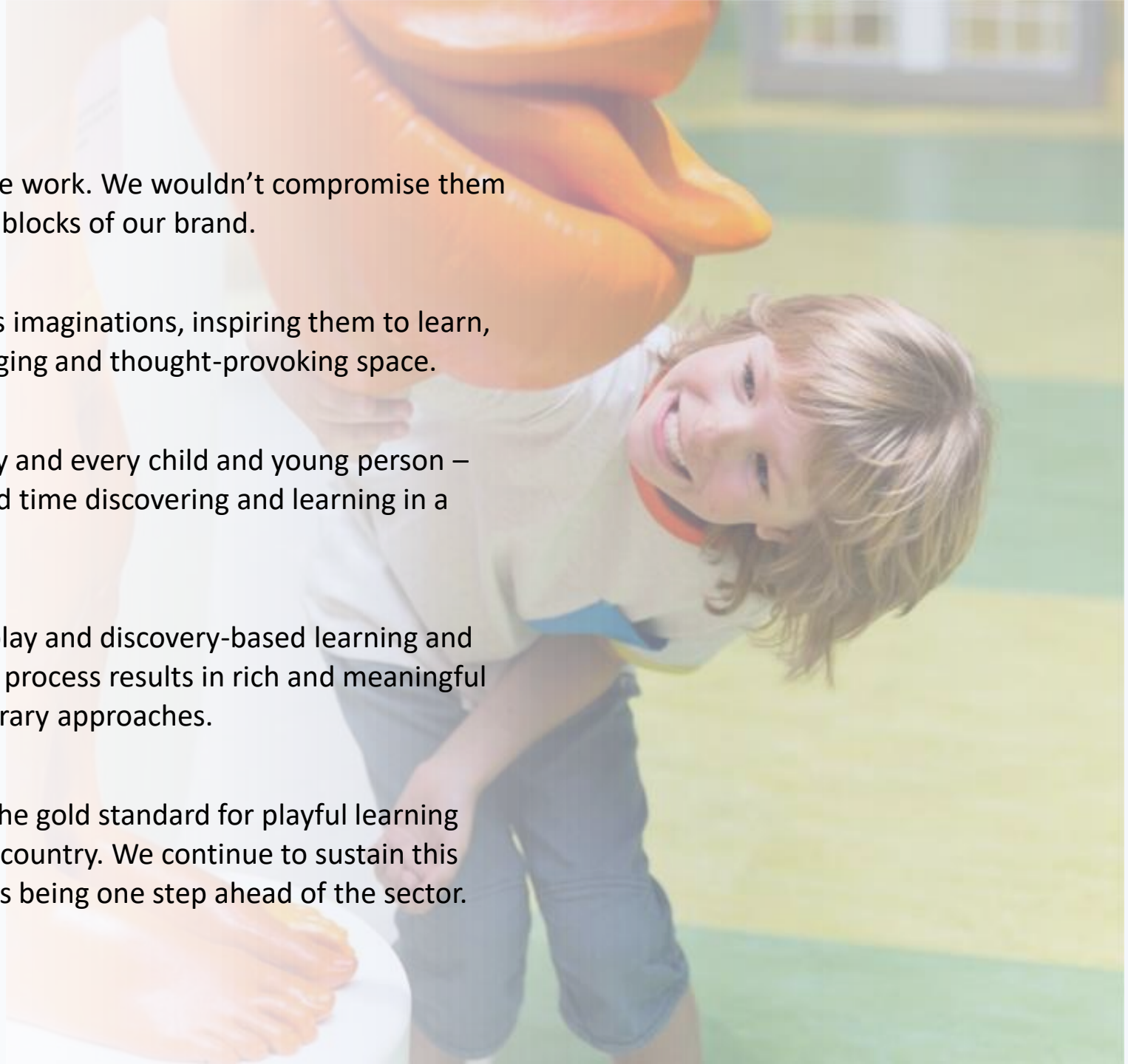
Eureka! is for everyone. Every community, every family and every child and young person – regardless of background or ability – is invited to spend time discovering and learning in a nurturing yet challenging environment.

- We are **expert**

Our collective knowledge of children’s development, play and discovery-based learning and exhibition design combined with an active co-creation process 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! The National Children’s Museum, Halifax

Eureka! isn't like other museums.

At Eureka! The National Children's Museum nothing is behind a glass cabinet. It's the only fully interactive museum totally dedicated to children aged 0-11 anywhere in the UK.

Situated in Halifax, West Yorkshire, Eureka! has over 400 interactive, hands-on exhibits designed to inspire enquiring minds to find out about themselves and the world around them. There are six unique galleries, each with a different theme to explore.

Since 1992, Eureka! the National Children’s Museum has welcomed more than 8m 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.

Moreover, it has created a much loved and well recognised brand in the north of England in the visitor attraction sector.

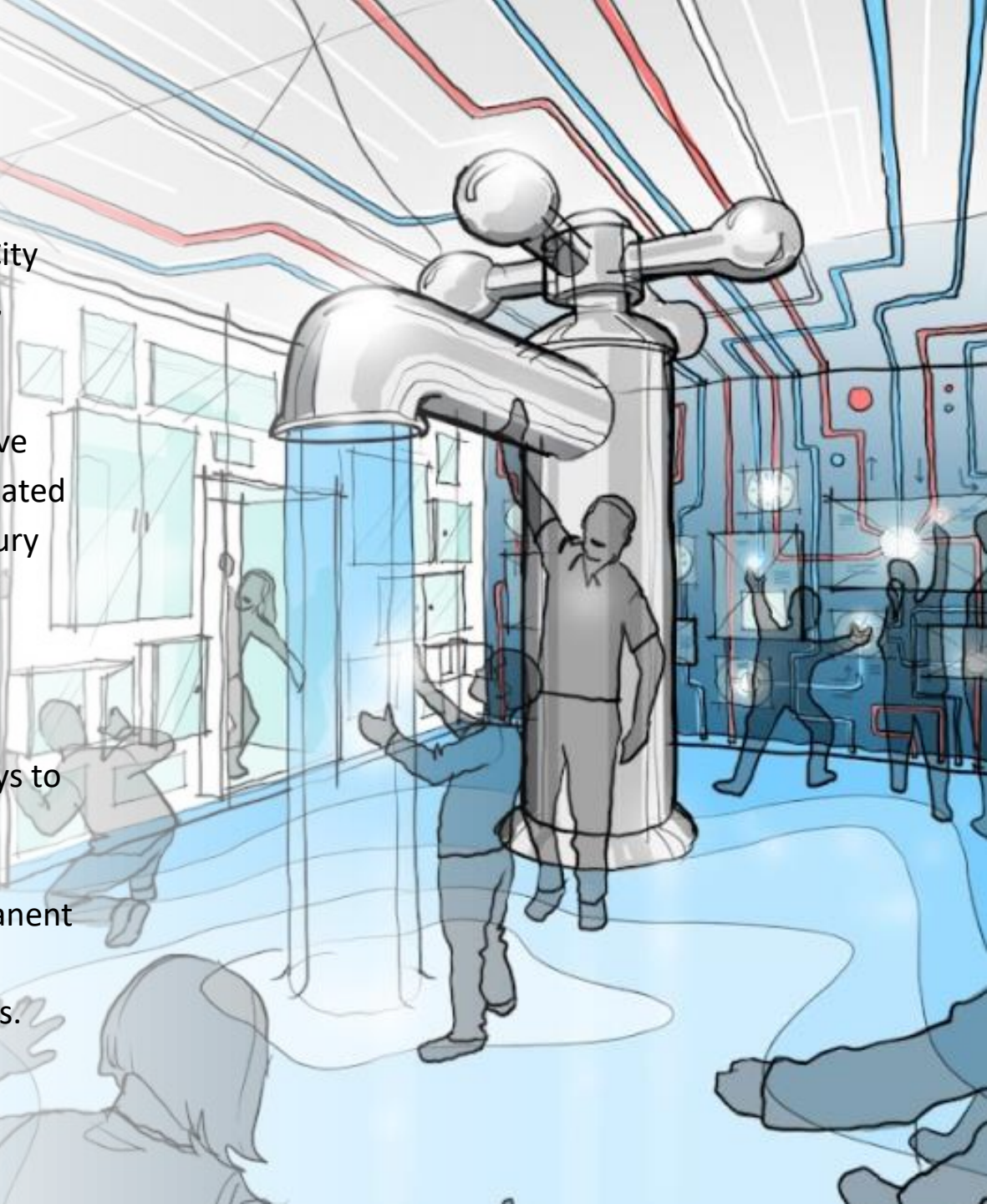
Eureka! Science + Discovery, Wirral

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 this year, Eureka! Science + Discovery will be an innovative blending of the much loved and extraordinary 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.

We plan to welcome just under 200,000 visitors per year, providing permanent exhibitions, and a regularly changing schedule of special events, learning programmes, school and community workshops and after-school activities.



Marketing Officer, Eureka! Science + Discovery
Role description

Marketing... It can be a tough gig if you're promoting something boooring like gravel, or loo roll, or those tiny bits of felt that your nan puts on the bottom of her ornaments... Imagine what it'd be like working to promote somewhere as cool as, well, HERE!

We have big ambitions for Eureka! Science & Discovery. And we mean BIG. We’re new, we’re unique and we’re committed to the young people of the North West.

Have you got the drive, creativity and energy to match our ambitions to be the very best 21st century science & discovery centre we can be?

Are you able to get stuck in straight away, work collaboratively, be audience focussed from day one and work hard to put Eureka! Science + Discovery on the map?

If you’re up for the challenge, then read on…

Principal Responsibilities

Marketing and communications

Plan and deliver a comprehensive plan of marketing and communications activities as guided by the Director of Marketing and Development and the Head of Communications and Customer Service

Work alongside external suppliers to create creative content and collaterol

Create and deliver campaigns across all marketing channels, including social media, digital, TV, radio

Manage the Eureka! Science + Discovery website and the Eureka! presence on third-party websites, ensuring programme and activity listings are up to date and competitive. Manage a rolling programme of content updates across all channels

Monitor and respond to online reviews on key forums, e.g., TripAdvisor, Facebook, Google, and play an active role in reporting key themes to members of the wider team

Be a visible member of the wider team, champion of the visitor / audience and credible representative of the Eureka! brand

Principal Responsibilities cont…

Media and PR

Project manage and co-ordinate photo and filming opportunities, PR events, journalist visits, blogger/influencer events

Manage photo permissions and calls for participants in filming and photography, sourcing, liaising, and inviting families to participate

Manage the internal photography assets, sorting, editing, and filing appropriately

Provide event organisation and management support for Eureka! Lates programmes, gallery launches and private view events and so on

Technical

Maintain Eureka!’s digital assets, including website, online ticketing system, annual pass system, online payments, email marketing systems and so on

Troubleshoot issues arising with any of these platforms, drawing in external contracted support where necessary

Key user on newly implemented CRM system – Access Gamma and ThanQ

Marketing Officer, Eureka! Science + Discovery
Person Specification

We're looking for someone who has:

- Drive, energy, enthusiasm and a sense of fun (as well as the ability to meet targets, manage budgets, provide analysis and reporting of marcomms activity)
- Experience of using email marketing systems, digital marketing communication platforms and social media for creative marketing and communications campaigns – preferably in a visitor attraction, but any b2c environment would be interesting – what skills can you bring?
- Demonstrable experience of brand building, campaign planning, working and liaising with agencies, external suppliers, partners and stakeholders
- Excellent communications skills, both written and verbal - obvs!
- Organised with the ability to handle multiple tasks simultaneously and prioritise accordingly
- Ability to work under pressure and deliver to deadlines - you're joining us at a very exciting start-up time, so you'll be busy, and you'll need to be flexible, reliable, responsive, calm and resilient.

Additional Information

Job Title:	Marketing Officer, Eureka! Science + Discovery
Reports to:	Director of Marketing and Development (based Halifax)
Remuneration:	up to £24,000 pa depending on experience
Contract:	37.5 hours per week, permanent with a six-month probationary period, 25 days holiday plus bank holiday entitlement
Location:	Eureka! Science + Discovery, Wallasey CH44 6NR
Special features:	Some weekend, bank holiday and evening work as required

Eureka! support staff through all aspects of work and personal life via our free and confidential Employee Assistance Programme run by AXA.

Process and interview dates

To apply, please send your CV and a covering letter to jobs@eureka.org.uk.

In the cover letter please include detail on the points below:

- Why you would like to work for Eureka! Science + Discovery
- How you fit the person specification
- What experience and skills you would bring to the role

If you would like to request a job description and/or discuss this opportunity with us, please contact our HR Manager, Laura Hallas on laura.hallas@eureka.org.uk

- Closing date for applications – 12th September 2022
- Shortlisting and invitation to interview – 13th Sept 2022
- Interview dates – Week beginning 18th September 2022 at Eureka! Science & Discovery, Wirral

EUREKA! SCIENCE + DISCOVERY

EUREKA! the national children's museum