

Digital Communications Officer / Senior Officer Recruitment pack October 2024



HOLOCAUST
MEMORIAL
DAY TRUST

*Learning from genocide -
for a better future*

October 2024

Dear Applicant,

At the **Holocaust Memorial Day Trust**, we are building a diverse and inclusive team to support our core goal of “learning from genocide to build a better future”.

We engage with communities of all faiths and backgrounds to educate on and commemorate the Holocaust and recent genocides.

How do we do that?

Holocaust Memorial Day Trust encourages remembrance in a world scarred by prejudice and systematic, targeted persecution. We bring people together to learn more, empathise more, and do more. We promote and support **Holocaust Memorial Day (HMD)** – the international day on 27 January to remember the 6 million Jews murdered during the [Holocaust](#), and millions more people murdered through the [Nazi persecution of other groups](#) and in the [more recent genocides recognised by the UK government](#). We also mark the genocide in [Darfur](#).

27 January marks the anniversary of the liberation of Auschwitz-Birkenau, the largest Nazi death camp.

The Holocaust threatened the fabric of civilisation, and discrimination and persecution must still be resisted every day. Our world often feels fragile and vulnerable, and we cannot be complacent. Wherever it takes place, including in the UK, prejudice and the language of hatred must be challenged by us all.

HMD is for everyone. Each year across the UK, we bring people together to learn more about the past, empathise more with people today, and work to build a better future.

Together we bear witness for communities who suffered attempted annihilation and honour the survivors and all those whose lives were changed beyond recognition.

Who are we looking for?

HMD is for everyone, so the **Holocaust Memorial Day Trust** is for everyone too. We deliver with a team of diverse faiths, backgrounds and experience. We aim to be a diverse and inclusive organisation, and we strongly welcome applications from BAME and disabled candidates.

Most of all, we want people of all backgrounds who are passionate about our goals and want to work towards a world without identity-based violence.

Please note we are not in a position to sponsor visas so applicants should already hold a right to work in the UK. Applicants should also reside in the UK.

Application for the post of Digital Communications Officer – The Process

Below you will find further information about the application process and the Holocaust Memorial Day Trust (HMDT).

We will select people to interview using the information you provide in your CV and a cover letter of no more than two pages addressing the following points:

1. Why do you want to work at HMDT?
2. Why do you want the role?
3. How do you meet the person specification?

It is important you demonstrate your ability to undertake the role by providing evidence against the **person specification** as we will select people to interview using the information you provide in your **cover letter**. Please also consider completing the optional Equality and Diversity form found [here](#) (the password is HMDT) and submit with your application.

Please send your CV, cover letter and monitoring form by email to recruitment@hmd.org.uk. Please note we will **only accept applications by email**.

This is an open recruitment process, and we will appoint as soon as we identify an excellent candidate, please apply at the earliest opportunity.

If you would like to discuss any aspect of this role or the application process, please contact recruitment@hmd.org.uk or call 020 7785 7029.

If you have any access requirements, please notify us in advance and we will do all we can to accommodate you.

Job Description and Person Specification

Reporting to	Head of Communications
Direct reports	0
Location	Vauxhall, Central London
Starting salary	£30,372 - £37,747 Full time, inner London weighted
Salary scale	18-27

Annual leave 25 days per annum (increase by 1 day after two years' service up to maximum of 5 additional days after 5 years of service)

Hours 35 hours per week

Office hours are 9am – 5pm Monday to Friday, hybrid working with minimum 3 days in London office (Tuesday/Wednesday/Thursday) rising to 4 days per week during the HMD period.

Occasional hours outside of these will be necessary for which TOIL will be granted

HMDT seeks to work inclusively and with a diverse team.

Job purpose and role

To manage HMDT's digital platforms (social media, website and newsletter), brand and graphic design. Strategically plan and create engaging content to increase reach and engagement each year.

Main Responsibilities

1. Manage HMDT's digital platforms (social media, website and newsletter), creating engaging content to increase our reach and to enable our audience to learn and feel more, and take action
2. Monitor and report on HMDT's digital platforms using analytics and other reporting tools
3. Develop, deliver and evaluate a digital plan that is consistent across digital platforms and integrated with the outreach and development strategies

4. Oversee HMDT's brand and style guide; produce graphics and templates and support and empower staff to ensure consistency
5. Coordinate mass mailings and HMDT newsletters to reduce duplication, producing content and key messages to keep core audiences engaged with HMD
6. Sensitively respond to complex issues and questions, observing organisational lines whilst remaining approachable
7. Oversee all printed publications and materials, coordinating staff, designers and agencies as required

General

- Work as part of the HMDT team to realise the charitable aims and organisational strategic plan, contributing to key cross-departmental activities and undertake any other duties which may be reasonably requested

Person Specification

- Confident communications professional with experience in strengthening digital and online engagement
- Experience in using website Content Management Systems, WordPress, Salesforce and Google Analytics
- Excellent computer skills, including experience of using Adobe Creative Cloud (particularly InDesign)
- A strong writer, able to develop clear messages for different audiences and content formats, including on sensitive topics
- An awareness of how to ensure digital content is accessible
- Collaborative and a team player
- Strong self-starter

This job description is intended as a guide to the main responsibilities of the role, not as an exhaustive list of duties and tasks. The post holder may be required to undertake other duties appropriate to the grade that are not listed above. HMDT examines and updates job descriptions periodically to ensure they relate to the role being performed.

All staff are required to support key activities such as attending HMD events therefore using annual leave in peak periods may be restricted.