

Head of Communications Recruitment pack November 2024



November 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.

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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 Head of Communications – 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.

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Job Description and Person Specification

Reporting to	Chief Operating Officer
Direct reports	4
Location	Vauxhall, Central London
Starting salary	£41,428 - £46,350 Full time, inner London weighted We may consider higher scale points for exceptional candidates
Salary scale	31-36

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 ensure that Holocaust Memorial Day is widely recognised as a day of national significance, by leading on the effective development and delivery of all communications.

The post-holder will be a member of the management team and will share in the responsibility to deliver the organisation's objectives.

Main Responsibilities

1. Oversee all of HMDT's communications, and all of HMDT's communications functions.
2. Lead the creation and delivery of the UK Ceremony and associated online content.

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3. Lead the 'Light the darkness' national moment for HMD and embed it in the national consciousness.
4. Oversee the annual development, delivery and evaluation of an integrated communications strategy, including media and social media, and use media to increase our impact through the year. Act as a spokesperson for HMDT as required.
5. Develop sensitive responses for complex political and social issues and provide advice to the HMDT CEO, COO and Trustees.
6. Oversee survivor engagement and ensure experiences of survivors and those affected by the Holocaust and recent genocides are central to HMD and HMDT.
7. Oversee and support the public affairs function of HMDT
8. Lead and manage the Communications Team; manage the Communications budget
9. Manage agency and supplier relationships, including freelancers; coordinate HMD Partnership Group and relevant trustee committees.

All staff are expected to work as part of the HMDT team to realise the charitable aims of HMDT and the organisational strategic plan and undertake other tasks as may reasonably be required.

Person Specification

Essential for the role

1. Excellent verbal and written communication skills for a range of audiences
2. Experience of working in a busy communications environment
3. Experience of working with opinion formers and high-profile individuals
4. Understanding of how traditional and new media can drive impact
5. Ability to deal diplomatically with sensitive situations
6. Creative thinker
7. Experience of line management
8. Interest and willingness to learn about the Holocaust and subsequent genocides

HMDT is always keen to recruit strong team players who are adaptable and flexible; who reflect our values of being expert, compassionate and transparent; and who are committed to diversity and inclusion.

Desirable for the role

1. Experience of managing budgets
2. Experience of working across the UK, including Scotland, Wales and Northern Ireland
3. Experience of developing, implementing, or increasing awareness of a brand identity
4. Experience of developing and implementing digital campaigns
5. Knowledge of antisemitism and relevant contemporary issues

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

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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.