

# Outreach / Senior Outreach Officer

## Recruitment pack September 2026



Please send your CV and cover letter to [recruitment@hmd.org.uk](mailto:recruitment@hmd.org.uk). Please note we will **only accept applications by email.**

### About us

**Holocaust Memorial Day** takes place on 27 January. It is a national day to commemorate the 6 million Jewish men, women and children murdered during the Holocaust, and the millions more murdered under the Nazi persecution of other communities. It was also founded to support learning and remembrance of where persecution led in Cambodia, Rwanda, Bosnia and Darfur. As antisemitism and other forms of prejudice continue today, Holocaust Memorial Day brings the nation together to remember persecutions of the past and stand against hatred and division in the present.

**The Holocaust Memorial Day Trust** is the charity established by the Government to promote and support Holocaust Memorial Day in the UK. It reaches millions of people each year: it leads the National Commemoration, enables hundreds of thousands of people in communities, schools and organisations to mark Holocaust Memorial Day each year through events, education and 'Light the Darkness', a collective moment of remembrance that takes place across the nation at 8pm on 27 January. Through its work, the Holocaust Memorial Day Trust deepens understanding of the Holocaust, helps protect against Holocaust denial and distortion and shapes a better future built on empathy, understanding and respect.

### The role

We are seeking an enthusiastic, highly motivated Outreach / Senior Outreach Officer to join our Outreach team, helping organisations, groups and networks across the UK to mark Holocaust Memorial Day.

You will build and maintain relationships across a broad range of sectors and communities, identify opportunities to increase participation in Holocaust Memorial Day (HMD), and support organisations to deliver meaningful HMD activities. You will deliver workshops and presentations, provide advice and one-to-one support, create resources, and use data and feedback to understand where participation is growing and where there is more to do.

This is a varied, people-focused role that requires someone who is confident, organised and collaborative, with a flexible, 'can-do' and solutions-based outlook.

We are a positive, hard-working and high-achieving team and seek a like-minded person to join us. This is an exciting opportunity to contribute to an organisation with national impact.

## Who are we looking for?

Holocaust Memorial Day Trust is for everyone, and we are committed to building a team that reflects the diversity of our society.

We welcome applications from people of all backgrounds, identities and experiences, and particularly encourage candidates from communities that are underrepresented in our workforce, including people from minoritised ethnic backgrounds and disabled people.

We are especially interested in people who share our values—empathy, understanding and respect—and who are motivated to use remembrance and education to challenge prejudice and help build a more compassionate future.

**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.**

## Applying for the role

We will shortlist candidates based on a CV and a cover letter (maximum two pages) addressing the following:

- Why you want to work at HMDT
- Why you are interested in this role
- How you meet the person specification

Please send your CV and cover letter to [recruitment@hmd.org.uk](mailto:recruitment@hmd.org.uk). Please note we will **only accept applications by email.**

In your cover letter, please show how you meet the person specification by **providing relevant evidence**, as this will be used to shortlist candidates for interview. You are also welcome to complete the optional Equality and Diversity [form](#) (password: HMDT) and include it with your application.

## Use of AI in your application

We know that many people use AI tools to help with job applications. Please write your cover letter yourself. We want to hear your own voice and your own examples, and cover letters written by AI tend to read much the same as one another, which makes it very difficult for us to tell candidates apart. Using a tool to check your spelling or layout is fine, but the words and the examples should be yours.

## What happens next

Applications are anonymised before they are shortlisted, so the shortlisting panel does not see your name or personal details. We will normally be in touch within two weeks of receiving your application to let you know whether or not we are taking it forward to interview.

If you would like to discuss any aspect of the role or the application process, please call 020 7785 7029. If you have any access requirements, please let us know and we will do all we can to accommodate you.

## Job Description and Person Specification

|                        |                                                                                                                                                                                                                                                                                                                                         |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Reporting to</b>    | Head of Outreach                                                                                                                                                                                                                                                                                                                        |
| <b>Direct reports</b>  | None                                                                                                                                                                                                                                                                                                                                    |
| <b>Location</b>        | Vauxhall, Central London                                                                                                                                                                                                                                                                                                                |
| <b>Starting salary</b> | £33,237 - £35,715 (Officer)<br>£36,425 - £40,824 (Senior Officer)                                                                                                                                                                                                                                                                       |
| <b>Salary scale</b>    | 18 - 22 (Officer)<br>23 - 28 (Senior Officer)                                                                                                                                                                                                                                                                                           |
| <b>Contract type</b>   | Permanent                                                                                                                                                                                                                                                                                                                               |
| <b>Annual leave</b>    | 25 days per annum (increases by 2 days after two years' service up to maximum of 5 additional days after 5 years of service)                                                                                                                                                                                                            |
| <b>Hours</b>           | 35 hours per week full-time<br>Office hours are 9am – 5pm Monday to Friday (with some flexibility including working from home)<br>Core working hours/day are 10am – 4pm - Tuesday to Thursday (with some flexibility including working from home)<br>Occasional hours outside of these will be necessary for which TOIL will be granted |

You will be expected in the office a minimum of 3 days per week, rising to 4 days per week during the HMD period.

There is some evening and weekend work around the HMD period, generally between November and February, for which TOIL is granted.

### Benefits

- 25 days annual leave per annum, rising with length of service as above
- Pension contributions of 5% once your probation period has been successfully completed
- Hybrid working, with some flexibility including working from home
- Time off in lieu (TOIL) for occasional hours worked outside normal office hours

## Job purpose and role

The Outreach / Senior Outreach Officer engages, encourages and supports a wide range of organisations, groups and networks across the UK to mark Holocaust Memorial Day.

Reporting to the Head of Outreach, the postholder will develop and maintain relationships across a broad range of sectors and communities, identifying opportunities to increase participation in HMD and supporting organisations to deliver meaningful HMD activities.

The postholder will also monitor participation across sectors, using data, feedback and insight to strengthen engagement and contribute to the evaluation of outreach activity.

## Main Responsibilities

- Increase engagement with, and participation in, Holocaust Memorial Day among organisations, groups and networks across a broad range of sectors by:
  - Building and maintaining positive relationships with organisations, stakeholders and networks
  - Identifying and developing opportunities to reach new organisations, communities and audiences
  - Developing and delivering workshops, presentations and other engagement activities for relevant sectors
  - Providing advice, guidance and one-to-one support to organisations marking HMD
  - Creating and promoting resources that support organisations to take part in HMD
  - Planning and managing outreach and engagement projects in collaboration with colleagues and external partners
  - Supporting organisations to deepen and sustain their engagement with HMD over time
  - Supporting 'Light the Darkness', our collective moment of remembrance at 8pm on 27 January, including encouraging buildings and landmarks across the UK to light up purple
- Monitor and understand participation in Holocaust Memorial Day by:
  - Capturing and maintaining accurate information and data about engagement and participation across sectors, including in the charity's CRM database (Salesforce)
  - Using data, feedback and insight to identify opportunities to increase and strengthen participation

- Contributing to the evaluation and reporting of outreach activity and its impact
- Contribute to the wider work of the Outreach team and HMDT, collaborating with colleagues on shared projects, priorities and key organisational activities

## General

- Undertake any other duties which may reasonably be requested
- Provide support and cover of duties across the wider team where necessary
- Work as part of the HMDT team to realise the charitable aims and Holocaust Memorial Day Trust organisational strategic plan

## Person Specification

### Essential

- Experience of engaging effectively with a wide range of organisations, groups, networks or communities, and of identifying opportunities to reach new audiences
- Experience of developing and maintaining stakeholder relationships to support organisational objectives
- Confident communicator, using a range of approaches including workshops, presentations, meetings, written and digital communications
- Experience of providing advice, support or guidance to external stakeholders
- Experience of planning and managing projects from start to finish
- Strong organisational skills and the ability to manage a varied workload and competing priorities
- Confidence in using data and feedback to monitor engagement and inform future activity
- An interest in and commitment to the values of HMDT
- Understanding of and commitment to diversity and inclusion

### Desirable

- Experience of working in, or with, one or more of the sectors HMDT engages (eg local authorities, faith and community groups, commercial companies, education, health, workplaces, cultural organisations)
- Experience of working with a CRM database (ideally including Salesforce)
- Knowledge of the Holocaust, Nazi persecution and/or subsequent genocides
- Confident use of MS 365, Office, Word and Excel
- Experience of LLM AI usage (ChatGPT, Claude etc)

## Personal Qualities

- Energetic with a pro-active approach, who brings new ideas to the team
- Well organised, with a common-sense approach, and willingness to learn
- Sensitive and thoughtful when working with complex historical content
- Strong team player with good interpersonal skills, able to work independently and take ownership of individual areas of work
- Available to travel across the UK and attend off site events from time to time

## Why Join Us

- Help communities and organisations across the UK take part in a moment of national remembrance
- Support work seen by millions across the UK each year
- Be part of a moment that brings the nation together each year to shape a better future built on empathy, understanding and respect
- Develop your skills in stakeholder engagement, facilitation and project management
- Join a supportive, mission-driven team

This job description is intended as a guide to the main responsibilities of the role, not as an exhaustive list of duties and tasks. 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.

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*Thank you for your interest in the Holocaust Memorial Day Trust.*

**Remember the past.  
Protect the future.**