



June 2022

Dear Applicant,

Application for the post of Head of Communications (full time).

Thank you for your interest in this post. Below you will find further information about the application process and the Holocaust Memorial Day Trust (HMDT).

Application Process

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**. The application pack is available to download **from our website**: hmd.org.uk/vacancies

We are an equal opportunities employer and actively seek to work as a diverse team. We highly welcome applications from BAME and disabled candidates.

The deadline for applications is **9am** on **4th of July**. 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**.

Interviews are scheduled to take place on **Thursday 14th July**. All successful short-listed applicants will be notified of interviews by **5pm** on **7th July**.

If you would like to discuss any aspect of this role or the application process, please contact Rachel Century on 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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About Holocaust Memorial Day and Holocaust Memorial Day Trust

Holocaust Memorial Day Trust encourages remembrance in a world scarred by genocide. We promote and support Holocaust Memorial Day (HMD) – the international day on 27 January to remember the six million Jews murdered during the Holocaust, the millions of people killed under Nazi persecution of other groups and in subsequent genocides in Cambodia, Rwanda, Bosnia and Darfur.

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

The Holocaust threatened the fabric of civilization, and genocide must still be resisted every day. Our world often feels fragile and vulnerable, and we cannot be complacent. Even in the UK, prejudice and the language of hatred must be challenged by us all.

HMD is for everyone. Each year across the UK, thousands of people come together to learn more about the past and take action to create a safer future. We know that as a result they learn more, empathise more and do more.

Together we bear witness for those who endured genocide and honour the survivors and all those whose lives were lost or changed beyond recognition.

Best wishes,



Olivia Marks-Woldman OBE
Chief Executive

PO Box 61074
London
SE1P 5BX

020 7785 7029
recruitment@hmd.org.uk

Head of Communications

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Job Description and Person Specification

Reporting to Director of Public Engagement

Location	Vauxhall, Central London
Starting salary	£40,574
Salary scale	32

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 9am – 5pm, Monday to Friday with some flexibility (including working from home)
Occasional hours outside of these will be necessary for which TOIL will be granted

You will be expected in the office a minimum of three days per week.

HMDT seeks to work inclusively and with a diverse team

Job purpose and role

To communicate the messages and impact of Holocaust Memorial Day (HMD) and ensure it is widely recognised as a day of national significance, by leading on the development and delivery of all communications.

To lead on all Holocaust Memorial Day Trust's (HMDT) communications, developing and delivering an integrated communications strategy that communicates the messages and impact of Holocaust Memorial Day (HMD) effectively.

Main Responsibilities

1. Oversee all of HMDT's communications, and all of HMDT's communications functions, including public affairs, media, social media, digital content and website, to increase reach and impact.
2. Lead the creation of both the in-person event and the broadcast UK Ceremony for HMD.
3. Oversee the annual development, delivery and evaluation of a media strategy, and use media to increase our impact through the year. Act as a spokesperson for HMDT as required.
4. Develop sensitive responses for complex political and social issues and provide advice to the HMDT CEO and Trustees.
5. Lead the 'Light the darkness' national moment for HMD to embed it in the national consciousness.

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6. Ensure sensitive inclusion of fundraising messages in appropriate external communications.
7. Oversee survivor engagement and ensure experiences of survivors and those affected by the Holocaust and subsequent genocides are central to HMD and HMDT.
8. Lead and manage the Communications Team; manage the Communications budget; manage other agency and supplier relationships; coordinate HMDT groups and relevant trustee committees.
9. Work as part of the HMDT team to realise the charitable aims of HMDT and the organisational strategic plan; undertake other tasks as may reasonably be required.

Person Specification

Essential

Skills

- Ability to think and plan strategically
- Excellent verbal and written communication skills
- Ability to deal diplomatically with sensitive situations

Experience

- Experience of working with opinion formers and high-profile individuals
- Experience of working in a busy communications environment
- Experience of working sensitively with a range of stakeholders
- Experience of developing and implementing digital campaigns
- Experience of line management

Knowledge

- Understanding of how traditional and new media can drive impact
- Understanding of the UK political environment

Qualities

- Interest and willingness to learn about the Holocaust and subsequent genocides
- Understanding of and commitment to Equal Opportunities
- Strong team player
- Adaptable and flexible

Desirable

Experience

- Experience of managing budgets
- Experience of working across the UK, including Scotland, Wales and Northern Ireland
- Experience of developing, implementing, or increasing awareness of a brand identity

Knowledge

- Knowledge of antisemitism and relevant contemporary issues
- Knowledge of the Holocaust and subsequent genocides

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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