



# Application Pack

## DIRECTOR OF MARKETING AND COMMUNICATIONS



# Introduction

Thank you for your interest in the role of Director of Marketing and Communications. This pack provides information about our organisation, the role and the application process. If you would like further information, please visit our website [www.het.org.uk](http://www.het.org.uk) or contact us before you submit your application.

This is an exciting time to join the Holocaust Educational Trust as we expand our reach and continue to grow our programmes to have even greater impact and reach.

Through our Testimony 360 & Outreach Programme, thousands of young people are given the chance to engage with interactive survivor testimony and VR site-based learning. We are proud to have recently been identified as a delivery partner for the Department for Education 'Supporting Survivor Testimony in Teaching' contract – we are excited to embark on the delivery of this initiative, which will bring recorded survivor testimony to young people across the country.

The Director of Marketing and Communications is a new role and presents a rare opportunity to shape both the function and strategic direction. This postholder is a member of the Executive Team, sharing collective accountability for driving the charity at a strategic level and working with our experienced and dedicated Board of Trustees.

As the Trust expands our programmatic reach, this is an opportunity to lead a significant transformation in our work, building a new approach to our communications with our target audiences including schools, through a systematic marketing and communications strategy.

# About the Holocaust Educational Trust

The Holocaust Educational Trust (HET) is a leading UK charity dedicated to promoting education and remembrance of the Holocaust through its educational programmes and advocacy efforts, challenging antisemitism and promoting tolerance and understanding to benefit future generations.

Working across the UK, the Holocaust Educational Trust partners with schools, universities, communities and policy makers, to educate thousands of young people across the country. Our core educational activities include our flagship *Lessons from Auschwitz* Project, youth engagement activities and our newly launched Testimony 360: People and Places of the Holocaust digital programme.

This year marked a landmark anniversary, 80 years since the end of the Second World War and liberation of camps across Europe. The Holocaust is moving from living memory to history and we are at a crucial juncture of Holocaust education and remembrance, against a backdrop of rising antisemitism, Holocaust denial and distortion. It is a vital time to ensure we carry the legacy of Holocaust survivors forward and the Trust is redoubling its efforts to deliver life-changing, memorable educational experiences.



**Each year we engage over 100,000 people through our educational projects and over 1,500 schools.**

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“The project was a life changing opportunity and I hope many others are able to have this experience. I am very grateful and I feel determined to continue educating myself on the Holocaust thanks to this project”

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**Lessons from Auschwitz Project**  
**Student participant – 2025**

**Our Vision:** A society where we remember the Holocaust, understand its legacy and live free from antisemitism and hate

**Our Mission:** To ensure that the Holocaust is taught effectively, that victims and survivors are never forgotten and all generations stand up against antisemitism



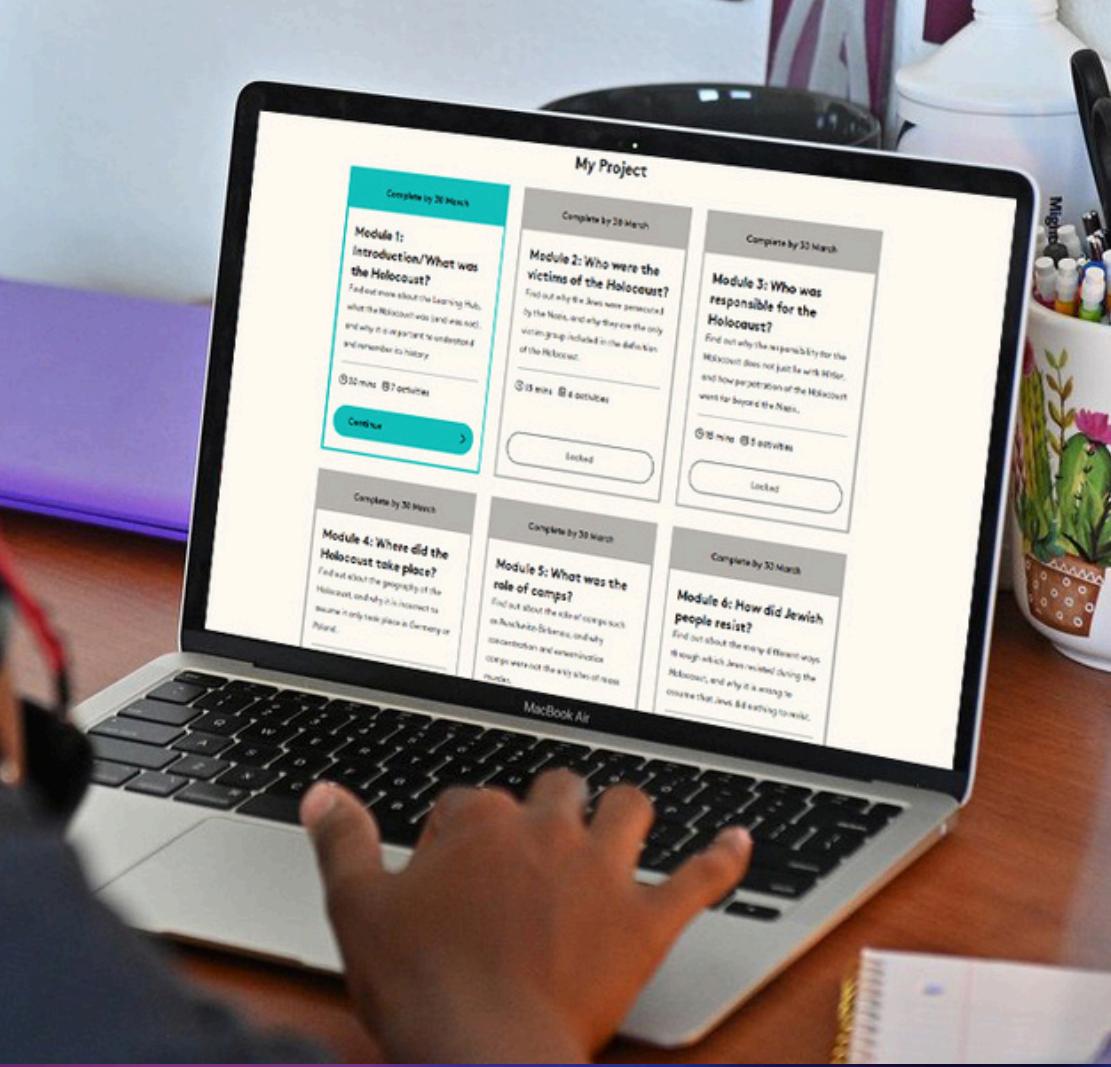
# Background



The Holocaust Educational Trust was founded in 1988. It is our belief that the Holocaust must have a permanent place in our nation's collective memory. One of the Trust's earliest achievements was to ensure that the Holocaust was included in the National Curriculum for England in 1991 - for Key Stage 3 students (11–14-year-olds). The Holocaust has remained on the National Curriculum since then. We also successfully campaigned to have the assets of Holocaust victims and survivors released and returned to their rightful owners in the late 1990s.

Since 1999 the Trust's *Lessons from Auschwitz* Project has given tens of thousands of post-16 students and teachers the opportunity to visit the Nazi concentration and death camp Auschwitz - Birkenau, as part of a four-part educational programme. Since 2008 the Project has received Government funding. Having played a crucial role in the establishment of Holocaust Memorial Day in the UK in 2001, the Trust continues to play a key role in the delivery of this national commemorative day.

In July 2017, the Holocaust Educational Trust supported a visit to the former Nazi concentration camp Stutthof by Their Royal Highnesses The Prince & Princess of Wales, where they met with survivors of the camp, the late Zigi Shipper BEM and Manfred Goldberg MBE. This high-profile initiative helped to spotlight the importance of ensuring that the Holocaust is never forgotten.



In 2020, the Trust and UCL Centre for Holocaust Studies, with support from the National Holocaust Centre and Museum, and funding from the Department for Education launched Belsen75 - a commemorative and educational project allowing young people to mark the anniversary of the liberation of Bergen-Belsen by British forces on 15th April 1945.

In March 2020, due to the outbreak of the COVID-19 pandemic, the Trust suspended all overseas projects and in-person educational programmes adapting our work by facilitating online sessions so that Holocaust survivors can continue to share their testimony through video calls, creating specialist home learning resources for teachers and families to use remotely, and using the latest in digital technologies to explore sites of the Holocaust.

2025 marks the 80th anniversary of the liberation of the concentration and death camps of Europe, and the end of the Second World War. Across the country, the nation marked this significant moment, led by His Majesty The King, The Prince and Princess of Wales and the Prime Minister. Schools, colleges, universities, businesses, local authorities and government departments came together to mark this important day.

In November 2025, following a successful application the Holocaust Educational Trust has been identified as the Department for Education's supplier for the 'Supporting Holocaust Survivor Testimony in Teaching tender'. This fund was announced at the Holocaust Educational Trust Appeal Dinner in 2024 and will support teachers to use survivor testimony and new technologies in the classroom as part of schools' Holocaust curriculum.

# Our Programmes



## Testimony 360: People and Places of the Holocaust

Testimony 360: People and Places of the Holocaust is a free digital education programme that gives students around the country access to digital testimony of Holocaust survivors alongside virtual reality content, revolutionising the way that the Holocaust is taught and understood. Available for students from Year 9 upwards, it gives young people the opportunity to ask Holocaust survivors their own questions, even when survivors

can no longer share their experiences in person. Students will also use virtual reality headsets to explore sites of the Holocaust, including ghettos and camps—all from their own classrooms. Provided to schools across the UK free of charge, this exciting and innovative programme offers an invaluable opportunity for students learning about the Holocaust.

“I think it was very informative & insightful. The session made me feel a strong emotional connection to the survivors’ stories, and I will never forget the impact it had on me”

**Student from Windsor College**



## Lessons from Auschwitz Project

Lessons from Auschwitz is a four-part course exploring the history of the Holocaust and its contemporary relevance. Participants hear the first-hand testimony of a Holocaust survivor, and join a one-day visit to Auschwitz-Birkenau. They then plan their own project, through which they share their experiences with their peers.

Since 1999 the Trust's *Lessons from Auschwitz* Project has given tens of thousands of post-16 students and teachers the opportunity to visit the Nazi concentration and death camp Auschwitz-Birkenau. Since 2005 the Project has received Government funding.



## Outreach Programme

The Holocaust Educational Trust arranges for Holocaust survivors to visit hundreds of schools, colleges and other organisations across the UK each year to deliver their personal testimony. Survivor testimony forms a key component of effective Holocaust education, putting a human face to history. Many students describe the experience of hearing a survivor tell their personal story as 'the most memorable lesson of the year'. The Trust provides lesson plans

and resources for preparatory and follow-up sessions. The children and grandchildren of Holocaust survivors speaking on the Trust's Next Generation Programme offer new perspectives by sharing their personal connections and the generational impact of the Holocaust. They continue to offer a human link through sharing their individual stories, which continues to inspire young people to carry these stories forward and want to learn more.



## Ambassador Programme

Upon completion of the *Lessons from Auschwitz* Project, students become Holocaust Educational Trust Ambassadors. The Trust's Ambassadors are a community of young people who are committed to learning about and remembering the Holocaust, empowered to stand up to antisemitism and encourage others to do the same. They write articles, organise events, create exhibitions and much more in an effort to ensure that the Holocaust is never forgotten and to advocate against hate. The Trust supports Ambassadors in their roles and puts on events throughout the year where

Ambassadors can develop their learning about the Holocaust and antisemitism, and gain the skills needed to share this knowledge within their communities. Ambassadors who show outstanding commitment can apply to become Regional Ambassadors. We work with over 100 Regional Ambassadors, representing regions across the UK. Throughout their three-year tenure, this group of outstanding young people attend bespoke educational days, international study visits, develop their personal skill set and become a community creating meaningful change.



## Teacher Training

We deliver teacher training to practicing teachers as part of their Continuing Professional Development, and to trainee teachers as part of school-centred and university-based initial teacher training programmes. Our Teacher Training programme is delivered by our experienced education team of teachers and historians,

and focuses on the pedagogical and practical issues of teaching and learning about the Holocaust in both primary and secondary settings. Our training programme is supported by a range of free guidance materials, lesson plans and resources for use in primary, secondary and further education classrooms.

# Job Description

Contract

Full time

Reporting to:

Chief Executive Officer

Salary:

£70,000 - £85,000, depending on experience

Location:

Central London Office (hybrid working available in accordance with the charity's policies)

The Director of Marketing and Communications is a member of the Executive Team, leading strategic and political communications, programme marketing, public awareness-raising and reputation management. The post is responsible for three broad areas of the Trust's work:

- the marketing of programmes to schools and other audiences, in order to extend the Trust's reach and impact
- the engagement of policy makers and effective communication to the stakeholders, partners and public, in order to ensure the Holocaust has a place in national consciousness
- the leadership and delivery of effective internal communications, in order to ensure that HET staff are well informed and engaged.

Whilst the post provides oversight of the Trust's Public Affairs function, ensuring that there is a highly integrated communications strategy across all engagements and channels, the holder of this post of Director of Marketing and Communications is designed for a marketing and communications specialist, rather than a public affairs specialist. The Public Affairs Manager plays a pivotal role in shaping the Trust's external positions on political and contemporary issues and works together with the Director to create and deliver an effective overall communications strategy.

# Key responsibilities

## **Organisational leadership, as a member of the Executive Team**

- Collaborate with the Chief Executive and Executive Team colleagues to provide vision, leadership and direction across the organisation
- Drive and support cultural change and continuous improvement in the Trust's operations, role modelling an aspirational and collaborative approach to the leadership of change
- Act as a positive ambassador for the Trust, providing representation with stakeholders including survivors and their families, donors, government, external bodies; and support the development of positive relationships and strategic partnerships with a wide number of such partners
- Work effectively with the Trust's Board of Trustees, attending Board meetings and relevant sub-committees of the Board and working collaboratively to develop and maintain effective partnerships with key Trustees on a portfolio-specific basis
- Cultivate a positive culture of inclusion, continuous improvement, high performance, and engagement

## **Strategic Communications Leadership**

- Develop and execute comprehensive marketing and communications strategies aligned with educational mission
- Continually evaluate the value and impact of existing marcomms activities and lead decision-making to shift resources accordingly to achieve greatest return on investment
- Lead strategic messaging across all activities, ensuring consistent brand voice and positioning
- Provide communications counsel to Executive Team on reputational matters and emerging issues
- Shape content, tone and messaging for major events including annual dinner, Ambassador Conference and key publications

## **Reputation Management and Crisis Communications**

- Proactively lead and manage Trust's reputation across all platforms and stakeholder groups
- Monitor and respond to external issues impacting the organisation's work or standing
- Develop position statements on contentious issues in higher education and concerning antisemitism
- Create and implement crisis communication protocols

## **Media Relations and External Communications**

- Build and maintain relationships with key journalists, media outlets and influencers
- Coordinate media strategy including proactive outreach and reactive management
- Write and coordinate op-eds, press releases and thought leadership pieces
- Support CEO and colleagues with speechwriting as required
- Oversee external communications including website, publications and digital platforms
- Develop and lead Trust's social media presence and strategy

## **Marketing and Stakeholder Engagement**

- Lead marketing strategy targeting educational institutions and schools
- Develop unified Trust voice and educational offer to schools market
- Create audience-specific marketing campaigns to grow programme participation
- Manage digital marketing strategy including social media, email campaigns and online presence

## **Public Affairs**

The Director holds responsibility for the effectiveness of the public affairs function, through their line management of the Public Affairs Manager. However, the Director is not directly delivering public affairs work on a day-to-day basis.

Through the Public Affairs team, to:

- Develop and lead 3-5 year influencing strategies to achieve public awareness and parliamentary support objectives
- Ensure the Trust holds relationships with MPs, parliamentary researchers, civil servants, NGOs and key stakeholders
- Prepare briefings, comment pieces, speeches and submissions for Trust team, Trustees, MPs and Ministers
- Represent Trust at external events and as media spokesperson in agreement with CEO
- Lead political engagement for key events including Holocaust Memorial Day, Ambassador Conference and Appeal Dinner
- Respond to political developments and manage issues of political and reputational risk
- Lead and participate in coalitions and partnerships across Holocaust education and antisemitism sectors

## **Internal Communications**

- Develop and implement systems keeping staff well informed and engaged with consistent messaging
- Develop and manage IT systems for internal communication ensuring content is current, relevant and accessible
- Measure effectiveness through surveys, analytics and feedback mechanisms
- Advise senior leadership on communication approaches for sensitive or complex issues
- With Chief People and Transformation Officer, facilitate two-way communication channels for staff feedback
- Support change management initiatives through clear, timely communications

## **Contract and Supplier Management**

- Procure and manage PR and communications contracts with clear deliverables and competitive terms
- Provide proactive contract management ensuring optimal value and performance
- Manage financial budgets for communications and marketing activities

## **Team Management and Development**

- Lead, support and inspire the development of an effective and high performing Communications and Marketing team to effectively deliver all aspects of the team's work
- Identify and commission additional technical or specialist skills and support when required through procurement of consultancy or freelance support; and manage any such contracts effectively to ensure value for money and high standards of delivery
- Through six monthly formal appraisals, agree objectives for the team, based on the delivery of the Trust's annual objectives as agreed by the Board
- Identify professional development and training requirements to enable the continuous professional development of team members and support them to undertake such development

# Person specification

Essential	Desirable
<b>Experience</b>	
<ul style="list-style-type: none"><li>• Senior communications and marketing leadership</li><li>• Developing and implementing successful communications strategies</li><li>• Media relations and managing complex stakeholder communications</li><li>• Reputation management and crisis communications</li><li>• Public affairs and political engagement</li><li>• Digital marketing and social media strategy</li><li>• Leading and managing communications teams</li></ul>	<ul style="list-style-type: none"><li>• Worked in charitable sector; or education and schools sector; or the Jewish charitable sector</li><li>• Worked in Holocaust education sector</li><li>• Experience of coalition building across sectors</li></ul>
<b>Qualifications</b>	
<ul style="list-style-type: none"><li>• Degree-level education or equivalent experience</li><li>• Evidence of continuing professional development</li></ul>	<ul style="list-style-type: none"><li>• Professional communications or marketing qualification</li></ul>
<b>Knowledge and Skills</b>	
<ul style="list-style-type: none"><li>• Strategic thinking and ability to develop compelling communications strategies</li><li>• Exceptional written and verbal communication skills</li><li>• Strong media relations and crisis management skills</li></ul>	<ul style="list-style-type: none"><li>• Knowledge of Holocaust education landscape</li><li>• Understanding of antisemitism issues and sensitivities</li></ul>

- Understanding of political landscape and public affairs
- Digital marketing expertise including social media and content creation
- Strong relationship-building and stakeholder management
- Leadership and team management abilities

## Personal Qualities

- Commitment to the Trust's mission and values
- Strategic mindset with creative problem-solving ability
- High integrity and political sensitivity
- Collaborative leadership style with ability to influence
- Resilience and ability to work under pressure
- Flexibility including occasional evenings and weekends

# Company Benefits

## Annual leave

- Full-time employees are entitled to 22 days annual leave each year plus bank holidays.
- This increases by one day after 2 years continuous service and is capped at 25 days annual leave plus bank holidays.

## Office closure days

- The office will be closed on the Jewish High Holy Days of Rosh Hashanah and Yom Kippur when they fall on a weekday.
- It will also be closed from Christmas Day, up to and including New Years Day.

## Maternity leave Pay

- Employees with 26 weeks - 18 months continuous service: Statutory Maternity Pay is paid up to 39 weeks.
- Employees with 18 Months - 3 years of service: 100% of earnings for the first 8 weeks. Remaining 31 weeks/end of SML employee paid SMP plus 15% of earnings
- Employees with 3-5 years service: 100% of earnings for the first 10 weeks. Remaining 29 weeks/end of SML employee paid SMP plus 15% of earnings
- Employees with 5+ Years service: 100% of earnings for the first 12 weeks. Remaining 27 weeks/end of SML employee paid SMP plus 15% of earnings.

## Paternity/Partner leave policy:

- 2 weeks of leave can be taken but the weeks do not need to be taken consecutively. This would be paid full pay.
- The prospective father/partner would also be entitled to attend a maximum of two antenatal appointments lasting no more than 6.5 hours and be paid for this time.

## Pension

- Employees with under 5 years' service are eligible to receive 5% pension contribution.
- Employees with over 5 years continuous service are eligible to receive a 7% pension contribution.

## Private Medical Insurance (PMI)

- Employees with less than 5 years continuous service are eligible for basic cover.
- Employees with over 5 years continuous service are entitled to premier cover.

### **Life Assurance**

- All employees are automatically signed up to our Group Life Assurance policy
- This benefit pays out 4 times an employee's annual salary to their nominated person should they pass away while employed at HET.

### **Income Protection**

- Employees are automatically enrolled into our income protection scheme.
- If an employee has been signed off work due to sickness/incapacity for over 13 weeks, the policy will pay the employee
- 60% of their salary for a maximum of 3 years or up to the age of 65 years old if sooner.

### **ZGP24 Service**

- As part of the life & income protection cover staff are eligible for this 24/7 virtual GP service and you can use it to book private virtual GP appointments to assess health issues / issue prescriptions/ open private referrals.

### **Employee Assistance Programme (EAP)**

- EAP is a confidential employee benefit designed to help you deal with personal and professional problems that could be affecting your home life or work life, health and general well-being.
- Our EAP service provides a complete support network that offers expert advice and compassionate guidance 24/7, covering a wide range of issues.

### **Season Ticket Loans**

- Are available on request.



# Application Process

Please submit your CV and a covering letter, setting out why you would like the role and how you meet each component of the person specification, to [recruitment@het.org.uk](mailto:recruitment@het.org.uk).

Application closing date:  
**9am, 11<sup>th</sup> December**

1<sup>st</sup> stage interviews:  
**w/c 15<sup>th</sup> December**

Applications will be under constant review before the closing date. If you would like further information, please contact [recruitment@het.org.uk](mailto:recruitment@het.org.uk)

We welcome informal conversations with serious applicants. To schedule a conversation with our Chief Executive, Karen Pollock, please contact Lauren Clark at [lauren.clark@het.org.uk](mailto:lauren.clark@het.org.uk) or 0207 222 6822

## Please Note:

All applicants must be eligible to work in the UK at time of application.

As an educational charity, the Trust is committed to safeguarding and promoting the welfare of children, young people and adults at risk. Therefore, all applicants will undergo strict vetting procedures and safeguarding checks before appointment and relevant pre-employment checks (this includes but is not limited to: DBS checks, qualification checks, reference checks and identity checks).

This role is subject to a Basic level disclosure and barring service check.