

**Holocaust Survivors' Friendship Association  
Holocaust Exhibition and Learning Centre  
Recruitment pack – Learning & Audience Development  
Manager  
October 2019**



## 1. Introduction

The Holocaust Survivors' Friendship Association (HSFA) is seeking to appoint an inspiring and creative Learning and Audience Development Manager to deliver and develop our formal and informal learning offer for a wide range of audiences. The Centre is based at the University of Huddersfield and opened in September 2018. Please see the appendix for further information about the charity and the Centre.

This is a full time post based at the Holocaust Exhibition & Learning Centre at the University of Huddersfield, reporting to the Centre Director.

Salary range: £28,000 – £33,000 per annum.

## 2. Job Description – Learning & Audience Development Manager

### Main Purpose

We are looking for an experienced person with a passion for communication to develop and deliver an innovative, inspiring formal and informal learning programme for young people and adults based on the stories and resources in our collection.

You will need a good understanding of 20<sup>th</sup> century history, a willingness to become a specialist in the Holocaust, and an awareness of the contemporary relevance of our history for today's world. The main focus of this role will be to grow and diversify our audience base and support the financial sustainability of the organisation through identifying ways in which the learning programme can generate new income streams.

### Core Responsibilities

#### Formal education

- To deliver our cross-curricular schools programme, ensuring a consistently high standard of delivery
- To develop the on-site offer to schools, identifying gaps in existing provision and devising new taught sessions that make effective use of the HSFA's collections, stories and exhibition
- To work effectively with teachers and students to support the ongoing development and evaluation of the schools programme, particularly through our Teacher Advisory Panel
- To ensure a clear enquiry and booking system for all groups, with clear terms and conditions and support information to ensure successful visits
- To create online learning resources based on the HSFA's collections to support pre- and post-visit learning in the classroom and drive visits to the Centre
- To work with partner organisations to develop and deliver teacher professional development opportunities such as INSET days and conferences.

### Informal learning

- To develop and deliver the Centre's offer for young people aged 11-24, working with partner agencies and organisations to create sustainable models for attracting and working with audiences who would not otherwise visit the Centre independently.
- To proactively develop the Centre's offer to informal learning audiences, for example youth groups, Scouts and Guides, and the adult group visits market, to secure new income streams.

### Marketing

- To work with colleagues and external agencies to develop marketing materials and devise effective ways of promoting the Centre's offer to schools and groups.
- To contribute to the Centre's audience engagement on social media, in line with relevant policies and guidelines.

### Management

- To monitor and develop the financial sustainability of the learning programme, working with the HELC Director to develop effective pricing strategies and new income streams.
- To build relationships with partner organisations, locally, nationally and internationally, representing the organisation at key events to promote the HSFA and build partnerships.
- To liaise with administrative staff to ensure that the Centre's booking systems run smoothly, providing accurate information and ensuring a trouble free experience for visiting schools.
- To conduct risk assessments for learning activities and ensure the health and safety of all participants.
- To recruit and work with volunteers and freelancers where necessary to deliver the programme to a high standard.
- To deliver training and development for casual and freelance facilitators, ensuring that staff are skilled, confident and motivated so that learning programmes are delivered to a consistently high standard.

### Reporting

- To lead on evaluating the learning programme's impact and effectiveness, using evaluation to drive improvement and evidencing outcomes.
- To produce clear and concise written reports for audiences including major funders and the HSFA Board of Directors.

### Other duties

- To keep up to date with developments in schools, museum education and lifelong learning, and participate in personal and professional development activities.
- Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act 1974, ensure that agreed safety procedures are carried out, and maintain a safe environment for everyone.
- To act in accordance with HSFA's Equality and Diversity policy at all times
- To undertake any other duties consistent with the grade of the post that may be required.

This role will require occasional evening and weekend working for which time off in lieu will be given.

### 3. Person specification: Learning & Audience Development Manager

Attribute	Essential	Desirable	Evidenced
<b>Qualifications</b>	Educated to degree level or equivalent in a relevant subject area Teaching qualification or substantial recent experience		Application, certificates
<b>Knowledge and understanding</b>	Good historical understanding of the Nazi era and the Holocaust, with willingness to develop expertise In depth understanding of what makes an effective out of school learning experience Up to date knowledge of current pressures and priorities affecting primary and secondary schools Understanding of audience development, particularly removing barriers to access and improving diversity Understanding of financial management and income generation	Awareness of the Prevent duty	Application, interview, test
<b>Skills and abilities</b>	Excellent presentation and communication skills, able to communicate effectively with people from a wide range of communities and perspectives Good written communication skills with a high standard of spelling and grammar Highly organised, with the ability to manage conflicting priorities Proven ability to work as part of a team Excellent ICT skills	German reading skills	Application, interview, references, test
<b>Experience</b>	Recent experience of working in or with the UK education sector Experience of devising and delivering learning sessions	Experience of marketing and social media Experience of working in partnership to achieve outcomes	Application, interview, references

	<p>to both young people and adult groups</p> <p>Experience of creating resources for use in learning activities</p> <p>Experience of generating profitable income through learning activities</p>	<p>Experience of creating and delivering teacher professional development activities</p> <p>Experience of managing budgets</p>	
<b>Personal attributes</b>	<p>Results driven, with an ability to remain focused on targets and outcomes</p> <p>An adaptive and flexible approach to work, including the willingness to work evenings and weekends when required</p> <p>Personal resilience, particularly the ability to work with challenging and difficult subject matter</p> <p>Must have a demonstrable commitment to equality and diversity</p>		<p>Interview, references, test</p>

## 4. How to Apply

Application is by CV and covering letter. Please state your motivation for applying for this role, outline relevant experience and demonstrate how you meet the person specification for this role. Please provide contact details for two referees.

Applications should be submitted by email to [e.king@hud.ac.uk](mailto:e.king@hud.ac.uk) **by 5pm on Monday, 18th November**. Please include the words 'Learning and Audience Development Manager' in the subject line of your email.

Interviews will be held on the 4 or 11 December 2019 in Huddersfield. Shortlisted candidates will be notified by 25 November 2019.

## 5. Terms and conditions of service: Learning & Audience Development Manager

### Salary

The salary for this post is £28,000 - £33,000 per annum. There is an employer pension contribution of 5% of salary.

### Hours of work

The position is full time, 37.5 hours per week, including weekend and some evening and bank holiday working. Specific hours of work will be agreed with the successful candidate.

### Location

The role is located in the Holocaust Exhibition and Learning Centre on the Huddersfield University campus.

### Probationary period

Appointment is subject to successful completion of a six month probationary period.

### Reporting

This post reports to the Director of the Holocaust Exhibition and Learning Centre and works closely with the Visitor Operations Manager and Finance Officer.

### Annual leave

The annual leave entitlement is 25 days per annum plus public holidays.

### Period of notice

The period of written notice required for you to terminate this post is 1 month. The HSFA

will give you 1 month's notice increasing statutorily.

#### Pension

You will be enrolled into the HSFA's pension scheme on the first day of employment. You may opt out of the pension scheme by request.

#### Disclosure

This role is subject to Disclosure requirements.

## **6. Appendix: Background information**

### **The Holocaust Survivors' Friendship Association**

In 1996 a small group of Leeds-based Holocaust survivors and refugees came together in the spirit of friendship and mutual support to create the Holocaust Survivors' Friendship Association. For many this was the first time they had spoken out about their experiences of the Holocaust.

Over the next 20 years this committed and dedicated group worked with tens of thousands of people, sharing their most harrowing and distressing experiences so that future generations can learn about the dangers of intolerance and the ease with which prejudice can lead to genocide. HSFA has worked with many partner organisations to develop learning resources, events and other opportunities for people to find out about our survivors' experiences, using that knowledge to promote understanding and tolerance.

In 2018 the HSFA began a new chapter in its development with the launch of the Holocaust Exhibition and Learning Centre in partnership with the University of Huddersfield. Our aim is to preserve the memory, testimony and records of the Holocaust survivors based in Yorkshire for research, teaching and learning. We use the lessons from our members' experience to work towards a more tolerant society in which difference and diversity are celebrated. We also continue to provide friendship and support to Holocaust survivors.

HSFA is a registered charity and a company limited by guarantee. It is governed by a Board of Trustees chaired by Lilian Black.

### **The Holocaust Exhibition & Learning Centre**

The Holocaust Exhibition & Learning Centre tells the story of the Holocaust through the eyewitness testimony, artefacts and archives of people who experienced it first hand. It is a partnership between the HSFA, which created the Centre and is now responsible for its operation and future sustainability, and the University of Huddersfield. It is one of only two dedicated Holocaust centres in the UK, the only one in the north of England, and the only one located in a University environment. Its mission is to preserve the legacy of the Holocaust, deliver high quality Holocaust education for schools and communities, and to promote respect, equality and human rights. Since it opened in September 2018 the Centre has welcomed over 5,000 visitors and been shortlisted in both the National Lottery 25<sup>th</sup> Anniversary Awards and the Times Higher Education Awards.

The Centre comprises three spaces: a museum standard exhibition (330m<sup>2</sup>), a classroom style learning room, and a flexible open space that we use for events, conferences, and large school groups.

The Centre was created with a grant of £600,000 from the National Lottery Heritage Fund with further funding from the Pears Foundation, The Association of Jewish Refugees, the Toni Schiff Memorial Fund and the Wolfson Family Trust. Fundraising and income generation are crucial to our future sustainability and something that all staff are involved in supporting.

## **The exhibition *Through Our Eyes***

The Centre's exhibition, *Through Our Eyes*, focuses on 16 children and young people who survived Nazi persecution across Europe in the 1930s and 1940s. They came to the north of England as refugees or survivors of the Holocaust, settled and made new lives here.

*Through Our Eyes* is an interactive exhibition with multimedia content. Visitors will see poignant personal photos of the survivors and their families and their original artefacts and documents, together with an original prisoner uniform and other artefacts from the concentration camps at Buchenwald and Mittelbau-Dora. The survivors tell their stories of discrimination, persecution, escape, hiding, ghettos, forced labour, concentration camps and liberation through filmed testimony on six interactive touchscreens. Text and images put their experiences in context, supported by animated maps and an immersive audio-visual experience driven by survivor testimony. There is a reflective space at the end of the exhibition where visitors can find out about the survivors' experiences of rebuilding their lives in the UK and explore a digital memorial to local families.

The exhibition is currently open from Monday to Thursday, 10am – 5pm, and on Fridays from 10am – 1pm. We hope to extend our opening hours to include weekends from Spring 2020.

## **Learning and events spaces**

The Centre has a dedicated classroom space that can comfortably accommodate a class of students seated round tables or up to 60 people theatre style. It is equipped with a networked PC, projector and screen. We also have a large open flexible space with a capacity of up to 100 that provides a meeting and gathering place for schools and additional workshop space. This area is flexible and has been used for conferences, temporary exhibitions, performances and events. There are some infrastructure challenges that need to be resolved with the University of Huddersfield to make maximum use of this space, particularly regarding the quality of amplified sound. This area also houses the Centre's reception desk. Part of this space will be repurposed from early 2020 to provide office accommodation for staff and volunteers.

## **Learning and community programmes**

The Centre offers a range of Active Learning Sessions for children and young people based around the exhibition content and designed to address the subjects of the National Curriculum, Citizenship and SMSC at Key Stage 2 and above. These sessions combine time in the exhibition space, a related practical workshop, interaction with documents, images and objects, opportunities for reflection and a call to action. Each Active Learning Session provides opportunities not just to explore an important historical period and significant events, but also to debate and respond to contemporary issues of extremism, hate crime, prejudice and discrimination. School visits are chargeable and provide an income stream for the Centre. Our programme is online at <https://holocaustlearning.org.uk/learning/>. We are

developing an online booking system in partnership with the University of Huddersfield.

We run a regular programme of Sunday afternoon events (roughly one per month) and intend to develop our events programme in future to ensure a diverse offer for audiences.

### **The Collection**

HSFA has a small but growing collection of original archive materials, photographs and artefacts that document the experiences of Holocaust refugees and survivors and their families in Europe from the early 20<sup>th</sup> century, during the Nazi era and the Holocaust, and their lives afterwards in the north of England. Over the past 20 years HSFA has commissioned oral history interviews and has a digital archive of about 70 audio and 20 filmed interviews of refugees and survivors. We also have an extensive digital archive of over 1,000 images and documents that have been scanned from originals that remain with the families. HSFA has recently secured funding to employ a part-time Archives Officer and freelance Community Collecting Officer to develop the archive. The collection is a significant resource for learning, research and commemoration.